



College District Area Action Plan

ADOPTED AS PART OF ENVISIONCR

Adopted Date: December 18th, 2018
Updated March 2024

2023 Updates

The City adopted EnvisionCR in 2015 as the City's comprehensive plan. The annual review of EnvisionCR is the time to examine and report on the progress the City is achieving in implementing our comprehensive plan. This review process ensures that this plan is up to date and provides flexibility to account for changing conditions. The timing of this review is crucial as it serves as a reminder to City Departments to consider them in the development of their annual budgets and work plans.

The annual review process involves updating two elements and all the Initiatives in EnvisionCR. The status of each Initiative is reviewed and updated accordingly along with comments that provide additional information on the status. Completed Initiatives are removed and new ones may be added. Additionally, the outcome of planning efforts involving public infrastructure and quality of life are also reviewed annually since these plans are incorporated into the comprehensive plan upon adoption.

This year, the narrative of StrengthenCR and InvestCR was updated in addition to the status of 53 Initiatives. Of these 53 Initiatives, 30 were completed, 5 new ones were added, and 4 were recategorized as ongoing. The following infrastructure and quality of life plans were also updated in this review cycle: NW Neighborhood Area Action Plan, Mt Vernon Road Corridor Action Plan, College District Area Action Plan, Czech Village/NewBohemia Area Action Plan, Historic Preservation Plan, Wellington Heights Neighborhood Action Plan, Pedestrian Master Plan, 6th Street Corridor Action Plan, Westdale Area Action Plan, Community Climate Action Plan, Public Art Plan, and the Age Friendly Action Plan. In these plans, 429 Action Steps were updated with 174 completed.

In this plan 19 initiatives were updated with 13 completed.

College District Goals & Initiatives - 2023 Update, Adopted December 2018

COLLEGE DISTRICT AREA ACTION PLAN					
		Schedule	Lead	Status	Comments
Connectivity Goal 1: Improve pedestrian safety.					
1.	Perform analysis to identify locations to improve safety or for sidewalk infill as part of the update to the Pedestrian Master Plan.	Within 1 year	Public Works	Complete	Completed 2023.
Connectivity Goal 2: Enhance multimodal transportation opportunities.					
1.	Initiate engineering analysis for vehicle, bicycle, pedestrian, and gateway improvements at the Coe Rd./Center Point Rd./College Dr./Oakland Rd. / E Ave intersection.	Within 1 year	Public Works, Community Development	Complete	Completed 2023.
2.	Promote awareness and usage of the CR Transit system.	Within 1 year	Transit, Mount Mercy University, Coe College	Complete	City sponsored a Student Fair which addressed this. Coe College students are eligible for no-cost rides on all routes. From July 1st 2022 to June 30th 2023 there were 4,390 Coe College transit rides. Completed 2023.
Land Use Goal 1: Promote development and redevelopment while maintaining the historic nature and character of the area.					
1.	Create developer resource to share information on adopted plans and economic and demographic data of the area.	2-3 years	Coe College, Mount Mercy University, Community Development	On-Schedule	This information can be found for all neighborhood associations found on the City's webpage.
2.	Update zoning for 1st Avenue corridor through the study area to promote neighborhood friendly mixed-use development consistent with historic development patterns.	Within 1 year	Community Development	Complete	Completed 2023.
3.	Evaluate zoning for industrial and commercial areas at the heart of the study area.	Within 1 year	Community Development	Complete	Completed 2023.
4.	Promote walkability as part of the update to the zoning code.	Within 1 year	Community Development	Complete	Completed 2023.
Land Use Goal 2: Enhance housing choice by encouraging a wide range of types at a variety of price points.					
1.	Implement zoning changes for locations identified for preservation, enhancement, and transformation by this plan.	Within 1 year	Community Development	Complete	Completed 2023.
Land Use Goal 3: Improve stormwater management					
1.	Prioritize projects from the Stormwater Master Plan to mitigate the impacts of flash flooding.	Within 1 year	Public Works	Complete	Completed 2023.
Character and Placemaking Goal 1: Enhance the sense of community and security.					
1.	Identify gaps in neighborhood activities and create additional programs to fill gaps.	Within 1 year	Public Works	Complete	Completed 2023.
2.	Increase police patrols of areas of current concern.	Within 1 year	Police	Complete	Completed 2023.
3.	Include education and information about SAFE-CR and reporting criminal activity in the Mound View NA Newsletter (paper and electronically).	Within 1 year	Police, Mound View NA	Complete	Completed 2023.

College District Goals & Initiatives - 2023 Update, Adopted December 2018

COLLEGE DISTRICT AREA ACTION PLAN

		Schedule	Lead	Status	Comments
Character and Placemaking Goal 2: Promote the history, culture, and amenities of the area.					
1.	Develop list of additional historical sites in the Mound View Neighborhood to include in the History Happened Here program.	2-3 years	Mound View NA	On-Schedule	On track.
2.	Develop and promote marketing materials to share with college students and residents about the activities available at the schools and citywide.	2-3 years	Coe College, Mount Mercy University, Community Development	On-Schedule	The City shares the events on the Community Events webpage and on the MyCR app.
Character and Placemaking Goal 3: Enhance visual appeal.					
1.	Develop and promote a property maintenance manual for homeowners, landlords, and renters.	2-3 years	Mound View NA	On-Schedule	No updates at this time.
2.	Analyze current city programs and expand, as necessary, to continue to promote home repair.	Within 1 year	Community Development	On-Schedule	On track.
Streetscapes Goal 1: Improve visibility of the colleges and area amenities.					
1.	Develop wayfinding signage to identify amenities within the area.	2-3 years	Community Development, Public Works, Coe College, Mount Mercy University, Mound View NA	On-Schedule	On track.
Streetscapes Goal 2: Improve the pedestrian experience.					
1.	Examine current street lighting for issues and potential improvements.	Within 1 year	Public Works - Traffic Division	Complete	Completed 2023.
Streetscapes Goal 3: Develop a cohesive streetscape aesthetic.					
1.	Identify aesthetic streetscape improvements including street lighting as part of citywide efforts.	Within 1 year	Community Development, Public Works	Complete	Completed 2023.



Acknowledgements

CITY COUNCIL

Brad Hart, Mayor
Tyler Olson, At Large
Ann Poe, At Large
Susie Weinacht, At Large
Marty Hoeger, District 1
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Dale Todd, District 3
Scott Olson, District 4
Ashley Vanorny, District 5

ADVISORY GROUP

Scott Crosby
Lonna Drewelow
Tom Erger
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Larry Lee/Rod Pritchard
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Kevin Platz
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Brandon Whyte

CITY PLANNING COMMISSION

Jim Halverson
Richard Pankey
Amy Homan
Samantha Dahlby
Lisa Peloquin
Kim King
Karl Kassell
Virginia Wilts

CITY STAFF

Community Development & Planning

Jennifer Pratt, Director
Bill Micheel, Assistant Director
Sylvia Bochner, Planner
Lauren Freeman, Program Coordinator
Seth Gunnerson, Planner
Adam Lindenlaub, Planner
Charlie Nichols, Planner
Eric Pate, Planner

City Manager's Office

Emily Breen
Amanda Rieger

Development Services

Sandy Pumphrey

Public Works

Matt Myers
Jennifer Selby
Dave Wallace
Doug Wilson
John Witt



Table of Contents

INTRODUCTION4

PUBLIC INVOLVEMENT18

PLAN ELEMENTS19

CONNECTIVITY18

LAND USE.....21

CHARACTER & PLACEMAKING25

STREETSCAPES.....29

ACTION STEP TABLES31

APPENDIX33



Introduction

The College District Planning Area (District) is located northeast of downtown Cedar Rapids. It is bounded by First Avenue East, 20th Street NE, Prairie Drive NE, 27th Street NE, Elmhurst Drive NE, Oakland Road NE, and Coe Road NE. Most of the District is within the Mound View Neighborhood Association, except for the portion located to the north of K Avenue. The District also encompasses the campuses of Mount Mercy University and Coe College. Also mostly within the District is the B Avenue National Historic District and the College District (formerly known as Uptown District). This Area Action Plan identifies goals and actionable steps that can be taken to address issues and opportunities identified with stakeholder input.



Figure 1: College District Area Action Plan Boundary



Figure 2: Other Boundaries of Interest

COLLEGE DISTRICT AREA ACTION PLAN

NEIGHBORHOOD HISTORY

The District contains one of the oldest neighborhoods in Cedar Rapids, containing historic homes and buildings, and was home to important figures that shaped the history of Cedar Rapids.

Much of the land in the north of the District was used for farming by some of Cedar Rapids' most influential pioneers and civic leaders, such as Judge George Greene. He was heavily involved throughout the city, especially in the effort to establish a Presbyterian college, Coe College, in Cedar Rapids by serving on a collegiate board and providing financial resources. Greene's farm, Mound Farm, was located on the land that is now Mount Mercy University. The Sisters of Mercy purchased the farmland in 1907 and later established the University in 1928. Another notable former resident of the area was Grant Wood. During his childhood, Wood lived at 318 14th Street NE, which is still standing today. The History Center puts on a walking tour through the Mound View Neighborhood highlighting the area's various connections to Grant Wood.



Figure 3: B Avenue Historic House



Figure 4: B Avenue Historic House

renovated it into housing for 37 students.

One of the neighborhood's oldest businesses is the Nagle Lumber Company, known as the Vetter-Parks Lumber Company today. The original structure from 1927 is still standing and in use for lumber distribution.

The B Avenue National Historic District is also located here. The six-block historic district is bounded by 15th Street to the west, 21st Street to the east and extends a half block on either side of B Avenue. Within the historic district, there are 138 homes dating from 1873 to 1950. The B Avenue Historic District features long blocks, mature trees, and home styles inspired by the Victorian era, Colonial Revival, and Arts and Crafts aesthetics. Whipple Fire House (Figure 5) was constructed in 1925 and served as the neighborhood fire station. It was the last operational fire house in Cedar Rapids that was built before World War II. In 2013, the fire house was shut down when the new Central Fire Station was built. Coe College bought Whipple Fire House in 2014 and



Figure 5: Whipple Fire House

COLLEGE DISTRICT AREA ACTION PLAN

NEIGHBORHOOD PROFILE

People

As seen in Table 1, there are 6,698 residents in the District, or about 5.2% of Cedar Rapids' population. The ethnic and racial makeup of the neighborhood is predominantly White but has about four times the proportion of races in the All Others category compared to Cedar Rapids as a whole. The proportion of males to females is the opposite of the City, with slightly more males than females in the neighborhood. Age distribution in the District is quite different from the rest of Cedar Rapids because of the two colleges located in the neighborhood. Half of the population is between the ages of 18 and 34, which is twice the proportion of that age group Cedar Rapids. The rest of the age groups in the District are 3-6% smaller in proportion compared to Cedar Rapids.

Persons with disabilities in the District are between the ages of 18 to 64 (Table 2). This differs from Cedar Rapids with a majority of disabled persons aged 35 and older. Although the overall age distribution of persons with disabilities is consistent with the City as a whole, there is a higher percentage of disabled young people in the District.

The percentage of residents living in group quarters, such as dormitories, is 23.1%, compared to only 2.6% for the City. During the 2016-2017 school year, Coe College had 1,209 students living in on-campus housing and Mount Mercy had 570 students living on-campus in the fall of 2017 for a total of 1,779 students.

Racial and Ethnic Makeup				
	College District		Cedar Rapids	
Total	6,698		128,829	
White	5,814	86.8%	111,848	86.8%
Black/ African American	421	6.3%	7,840	6.1%
Hispanic	69	1.0%	4,649	3.6%
Asian	85	1.3%	2,818	2.2%
All Others ¹	309	4.6%	1,674	1.3%
Sex				
Male	3,416	51%	62,773	48.7%
Female	3,282	49%	66,056	51.3%
Age Distribution				
Under 18	1,118	16.7%	29,647	23%
18 to 34	3,363	50.2%	33,685	26.1%
35 to 44	638	9.5%	16,398	12.7%
45 to 54	634	9.5%	16,176	12.6%
55 to 64	435	6.5%	15,498	12%
65 and over	510	7.6%	17,425	13.5%

Source: 2011-2015 ACS 5-Year Estimates Hispanic or Latino Origin by Race, Sex by Age.

¹ All Others category includes American Indian and Alaska Native, Native Hawaiian and Other Pacific Islanders, Some Other Race Alone, Two or More Races including Some Other Race, Two or More Races Excluding Some Other Race and Three or More Races.

Table 1: Race, Gender, & Age

	College District		Cedar Rapids	
Total	10,115		128,829	
People with a Disability	1,210	12%	14,055	10.9%
Under 5 years	0	0%	71	0.5%
5 to 17 years	44	3.6%	1,441	10.3%
18 to 34 years	317	26.2%	1,929	13.7%
35 to 64 years	523	43.2%	5,278	37.6%
65 to 74 years	151	12.5%	1,907	13.6%
75 years and over	175	14.5%	3,429	24.4%

Source: 2011- 2015 ACS 5-year Estimates, Disability Characteristics

Note: This data is based on the Census Tracts for the College District Area because block group data was unavailable. The population used to measure disability is larger than most populations used in this report.

Table 2: Persons with Disabilities

COLLEGE DISTRICT AREA ACTION PLAN



	College District		Cedar Rapids	
Total Households	2,194		53,328	
Family Households	1,009	46%	31,026	58%
2 person	372	17%	14,348	27%
3 person	288	13%	7,172	13%
4 or more	349	16%	9,506	18%
Non-Family Households	1,185	54%	22,302	42%
1 person	902	41%	17,386	33%
2 person	199	9%	4,340	8%
3 person	73	3%	268	1%
4 or more	11	1%	308	1%
Average Household Size	2.35		2.28	
Group Quarters	23.1%		2.6%	

Source: 2011-2015 ACS 5-Year Estimates, Household Type by Household Size

Table 3: Household Size

There is a higher proportion of non-family households in the District compared to the City (Table 3). Non-family households represent 54% of total households in the District, while they represent 42% of the City. This difference in percentage can likely be attributed to the student populations of Coe College and Mount Mercy University. The median income in the District is lower than that of Cedar Rapids and the household poverty rate in the neighborhood is almost 6% higher (Table 4). Despite the lower income levels, the unemployment rate is 2.7% compared to 3.8% in City.

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	College District		Cedar Rapids	
Total Number of Households	2,194		53,328	
All Households with Income Below the Poverty Level	401	18.3%	6,716	12.6%
Family Households with Income Below the Poverty Level	188	46.9%	2,521	37.5%
Non-Family Households with Income Below the Poverty Level	213	53.1%	4,195	62.5%
Median Household Income	\$35,929		\$53,581	
Range for Block Groups	\$28,665-\$56,974			
Unemployment	2.7%		3.8%	

Source: 2011-2015 ACS 5-Year Estimates, Median Household Income in the Past 12 Months (In 2015 Inflation-Adjusted Dollars), Poverty Status in the Past 12 Months by Household Type by Age of Householder, Employment Status for the Population 16 Years and Over.

Table 4: Poverty, Median Income, and Unemployment

Housing

There are 20% more renter occupied housing units in the District than in the City. The vacancy rate is twice as high in the District compared to the City as a whole (Table 6).

The median assessed value for single-unit houses in the District is \$76,450 (Table 6). The median total living area is 1,264 square feet. The majority of these (72% or 744 units) are less than 1,500 square feet in size. The median year of construction for housing in the District is 1921 compared to 1971 for the City.

The District is comprised of 51% single-family detached homes which is 12% lower compared to Cedar Rapids (Table 7). Two- to four-unit housing structures make up 19% of the housing in the District compared to only 7% in Cedar Rapids.

COLLEGE DISTRICT AREA ACTION PLAN

Housing affordability is defined as not spending more than 30% of one's annual income on housing, including utilities. If a renter or homeowner is paying more than 30% of their annual income on housing, they are considered housing cost burdened. If it is more than 50% then they are extremely cost burdened. For owner-occupied housing, 5% more of District residents are extremely cost burdened than City residents overall (Table 8). Housing affordability for renter-occupied housing is similar for District and City residents.

Schools

There are five schools in the District ranging from elementary to higher education. They are Garfield Elementary School, Polk Alternative Education Center, Regis Middle School, Mt. Mercy University, and Coe College. The location of the schools, and their property, are shown in Figure 6.

Each school in the District has a similar racial and ethnic composition. All are primarily White with Black, Multi-Racial/Unknown, and Hispanic/Latino ethnicities comprising the next largest groups (Table 9). Garfield Elementary School is the most racially diverse school with 56.9% White and 28.2% Black students and Coe College has the highest percentage of Hispanic/Latino students. The ratio of females to males in the schools varies with Regis Middle School at a 1:1 ratio and Mount Mercy University at a 7:3 ratio.

Housing Unit Occupancy	College District		Cedar Rapids	
Total Units	2,624		58,012	
Occupied	2,194	84%	53,328	92%
Vacant	430	16%	4,684	8%
Housing Units by Tenure				
Total Occupied Units	2,194		53,328	
Owner Occupied	1,071	49%	36,761	69%
Renter Occupied	1,123	51%	16,567	31%
Population by Tenure				
Total Population in Households	5,154		125,530	
Owner Occupied	2,824	55%	91,135	73%
Renter Occupied	2,330	45%	34,395	27%
Source: 2011-2015 ACS 5-year Estimates, Tenure, Housing Units, Total Population in Occupied Housing Units by Tenure				

Table 5: Housing Tenure & Occupancy

	College District
	Single-Unit
Median Assessed Value	\$76,450
Median Structure Age	1921
Median Total Living Area (sq. ft.)	1,264
Source: Cedar Rapids Assessor Note: Tax-exempt residential properties were not included in these calculations.	

Table 6: Housing Characteristics

	College District		Cedar Rapids	
	Number of Units	Percentage of Units	Number of Units	Percentage of Units
Total Units	2,624	100%	58,012	100%
1- unit detached	1,350	51%	36,660	63%
1- unit attached	38	1%	2,529	4%
2 units	224	9%	1,043	2%
3 or 4 units	256	10%	2,676	5%
5 to 9 units	229	9%	3,456	6%
10 or more units	473	18%	9,603	17%
Mobile	54	2%	2,045	4%
Source: 2011-2015 ACS 5-year Estimates, Units in Structure				

Table 7: Housing Units by Structure

COLLEGE DISTRICT AREA ACTION PLAN

K-12

The District has three schools that serve students in grades K-12. Garfield Elementary School educates students in grades K-5 in the Cedar Rapids Community School District (CRCS D). The school is located

on the Mound Farm site and was formerly known as Mound Farm School. In 1914, the name was changed and plans were made expand the existing building.

Regis Middle School is in the Xavier Catholic Schools system, which is part of the Archdiocese of Dubuque. Originally built as a high school, it has served since 2000 as one of three middle schools in the system serving grades 6 - 8.

Polk Alternative Education Center (AEC) opened at the end of the 2012-13 school year when Polk Elementary School was closed by the CRCS D. Polk AEC provides educational service to students struggling with social, emotional, and behavioral skills. Three non-profit organizations, Tanager Place, Boys & Girls Clubs of Cedar Rapids, and Young Parents Network, started providing their services in the former elementary school in 2012. Polk AEC is open to students in grades K-12, but is mostly attended by middle and high school students. Approximately 60 to 80 middle and high school students attend the school.

		College District		Cedar Rapids	
	Cost Burden Threshold	Number of Units	Percentage of Units	Number of Units	Percentage of Units
Owner-Occupied	>30%	98	9%	4,816	13%
	>50%	121	11%	2,389	6%
Renter-Occupied	>30%	271	24%	3,626	22%
	>50%	233	21%	3,626	22%

Source: 2011-2015 ACS 5-year Estimates, Mortgage Status by Selected Monthly Owner Costs as a Percentage of Household Income in The Past 12 Months, Gross Rent as a Percentage of Household Income in The Past 12 Months

Table 8: Housing Affordability

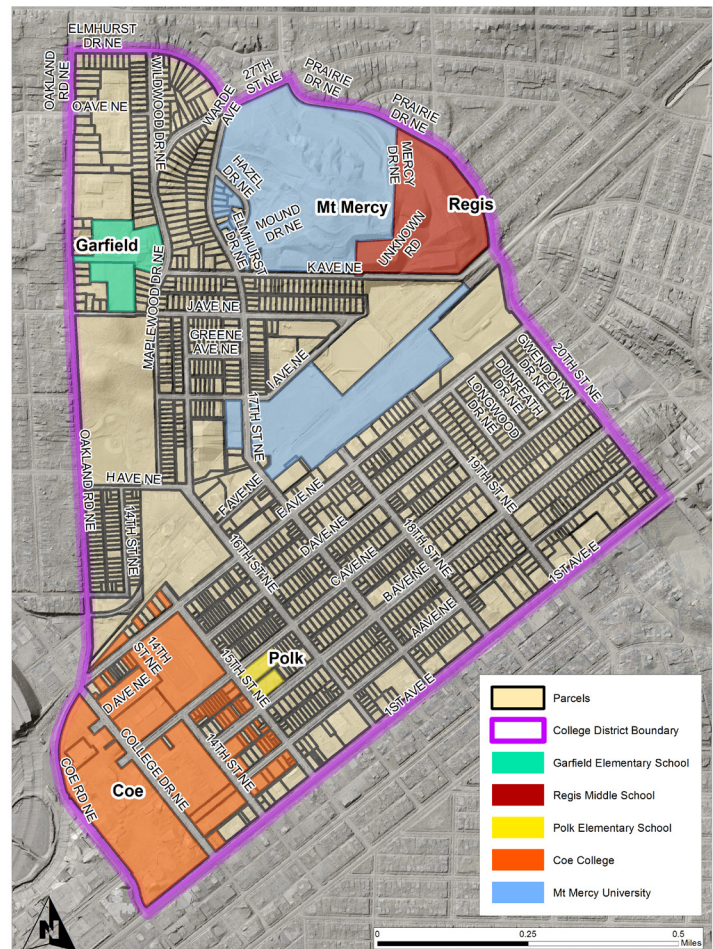


Figure 6: College District Area Schools

COLLEGE DISTRICT AREA ACTION PLAN



Racial and Ethnic Makeup				
	Garfield Elementary	Regis Middle School	Coe College	Mt. Mercy University
Total Students	209	335	1,406	1,886
White	56.9%	87.8%	69.6%	79.0%
Black	28.2%	3.6%	6.2%	6.6%
Hispanic/Latino	4.8%	4.2%	8.5%	1.5%
Asian	0.5%	2.1%	2.1%	1.9%
Pacific Islander	0%	0.3%	0.1%	0.2%
Native American	0%	0%	0.4%	1.3%
Multi-Racial or Unknown	9.6%	2.1%	13.1%	9.5%
Sex				
Female	44%	49.9%	57.3%	69.5%
Male	56%	50.1%	42.7%	30.5%

Source: Iowa Department of Education 2016-2017 Iowa Public School District PreK-12 Enrollments by District, Grade, Race and Gender, 2016-2017 Iowa Public School Building PreK-12 Enrollments by School, Grade, Race and Gender, 2016-2017 Iowa Non-Public School Building PreK-12 Enrollments by School, Grade, Race and Gender, National Center for Education Statistics Coe College and Mount Mercy Fall 2016 Enrollment

Note: Demographic data for Polk Alternative Education Center changes often and is not available.

Higher Education

Coe College is a private four-year liberal arts college founded in 1851 by Rev. Williston Jones. It is named after Daniel Coe, a farmer who donated money to help Williston establish the school. Coe has a diverse student body of around 1,400 students from more than 33 states and over 15 countries.

Mt. Mercy University is located on the site of Judge Greene’s mansion and Mound Farm, and was founded in 1928 by the Sisters of Mercy. When it was established, Mt. Mercy was a two-year college for women and later became a four-year institute in 1957. It became a co-ed institution in 1969.

Table 9: School Demographics



Figure 7: Mt. Mercy University



Figure 8: Coe College

COLLEGE DISTRICT AREA ACTION PLAN

Recreation Amenities

District residents have increased access to recreational equipment because of the proximity to Coe College and Mt. Mercy University. Both higher education institutes have opened their recreational centers to the public. Coe College’s Clark Racquet Center provides sport facilities including a field house, gym, fitness center, and swimming facility.

Park	Acres	Restroom	Parking	Facilities
Daniels Park	23.77	Yes	Yes	Horseshoes, Rentable Pavilion, Playground, Splash Pad, Basketball Courts, Grills, Trails
Artists Memorial Park	0.2	No	No	Bench
Central Park	0.21	No	No	Bench, Tables
Tomahawk Park	0.87	Yes	Yes	Playground, Grills

Table 10: Park Amenities

In addition, the City and the Cedar Rapids Community School District (CRCSD) have developed a partnership agreement for sharing facilities, which provides residents with more opportunities for leisure. The Robert W. Plaster Athletic Complex is available for children and local agencies and organizations to use for free through Mt. Mercy’s JumpStart program. The Hennessey Recreation Center at the University also offers practice facilities, a weight room, a fully equipped training room, and separate locker rooms for general use.

Daniels, Artists Memorial, Central, and Tomahawk are the four parks in the District. Table 10 shows their amenities and Figure 9 their location.

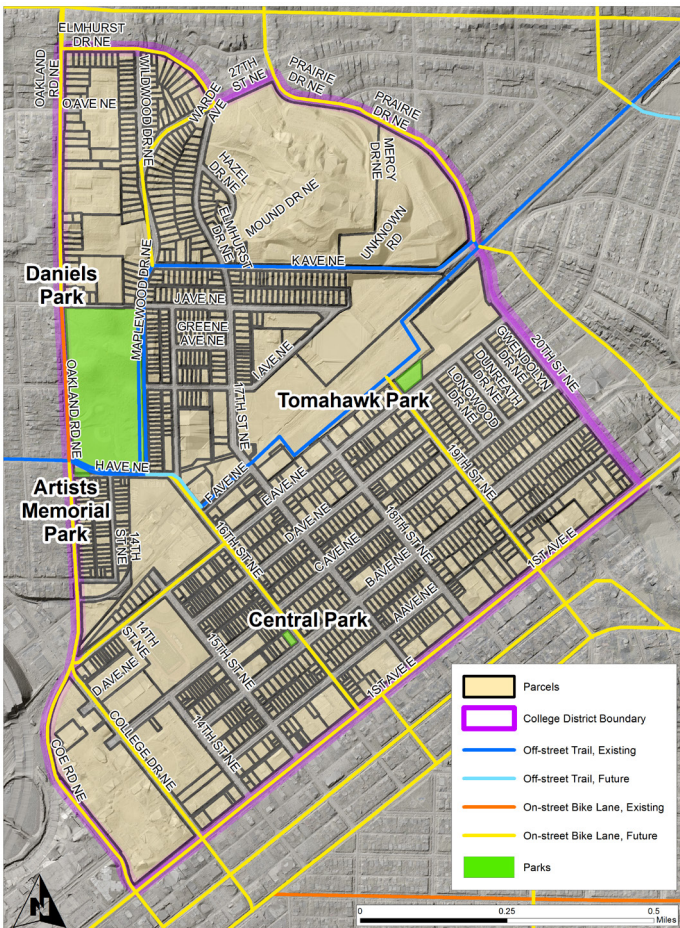


Figure 9: District Bicycle Facilities & Parks

Multimodal Transportation

Roadways

The District mostly has a grid-like street pattern and close proximity to Interstate 380 coupled with adjacency to 1st Avenue allows for easier access to the rest of Cedar Rapids. There are currently three Paving for Progress projects planned for the District. Two along E Avenue NE and one on A Avenue NE. These Local Option Sales Tax funded projects are planned for 2019 and 2020.

Bicyclists and Pedestrian Facilities

Bicyclists in the area have convenient access to an on-street marked bike route along Oakland Road

COLLEGE DISTRICT AREA ACTION PLAN

NE and a paved trail in Daniels Park (Figure 9). A segment of the CEMAR Trail runs along F Avenue NE past 20th Street NE and another section will be constructed from F Avenue NE to Daniels Park. Future bicycle and pedestrian improvements are funded from Daniels Park to Cedar Lake. In addition, a 0.58-mile long multiuse widened sidewalk along K Avenue provides a separated route for pedestrians, joggers, and cyclists to access Daniels Park and the existing CEMAR Trail. In the future, as many as 11 on-street bike lanes will be added in the District, increasing connectivity and making the area even more bike-friendly.

Pedestrian connectivity is an issue in some parts of the District due to lack of sidewalk on both sides of all streets and some with none at all.

Public Transit

Four bus routes travel through the District including Route 5 along 1st Avenue (Figure 10). This route runs approximately every 30 minutes between the Ground Transportation Center (GTC) downtown and Lindale Mall.

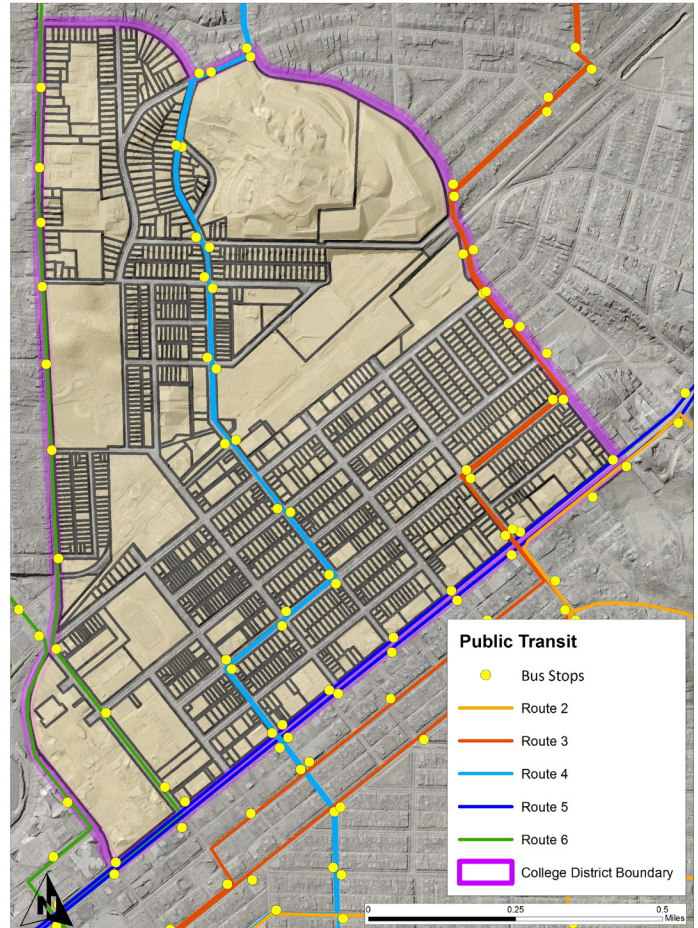


Figure 10: Bus Routes

Public Safety

Public Security

The College District is served by Police Districts 1 and 3 and the Central Fire Station on First Avenue. The number of crimes is a key indicator of area safety. In the past 5 years (2012-2016), there were 1,959 cases of reported crimes that occurred in the College District. Theft was the largest of the total crimes with 455, followed by Assault (393), Drug-related (308), Property Crime (292), and Breaking & Entering (249). The data shown in Figure 11 indicates that the number of reported crime every year in the District has fluctuated,

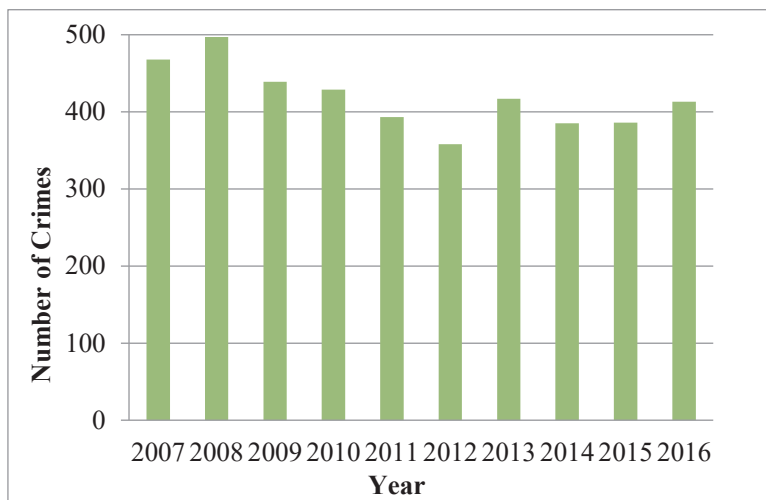


Figure 11: Number of Reported Crimes

COLLEGE DISTRICT AREA ACTION PLAN



while the total number of crime in the last 5 years (2012-2016) is smaller than that in the earlier 5 years (2007-2011), approximately every 30 minutes between the Ground Transportation Center (GTC) downtown and Lindale Mall.

Traffic Safety

From January 2007 to July 2017, there were 848 crashes in the District (Table 11). A majority of the crashes in the area resulted in property damage and no injuries. Rear-end collisions were the most common with approximately 270 crashes. Broadside and non-collision crashes were the next most common. The most common causes of crashes were loss

	Number	Percentage
Crashes Causing Major Injury	1	2.5%
Fatal Crashes	3	0.4%
Crashes Causing Minor Injury	80	9.4%
Crashes Causing Unknown Injury	154	18.2%
Crashes with Property Damage Only	590	69.6%
Total Crashes	848	

Source: Iowa DOT

Table 11: Number of Reported Crimes

of control and failure to yield right-of-way. As a section of Iowa Highway 151, 1st Avenue has a higher volume of traffic than other roadways in the District Area and, as shown in Figure 12, the highest concentration of crashes.

Crash concentrations can also be found at some intersections along 16th Street, 17th Street, 20th Street, Coe Road and Oakland Road.

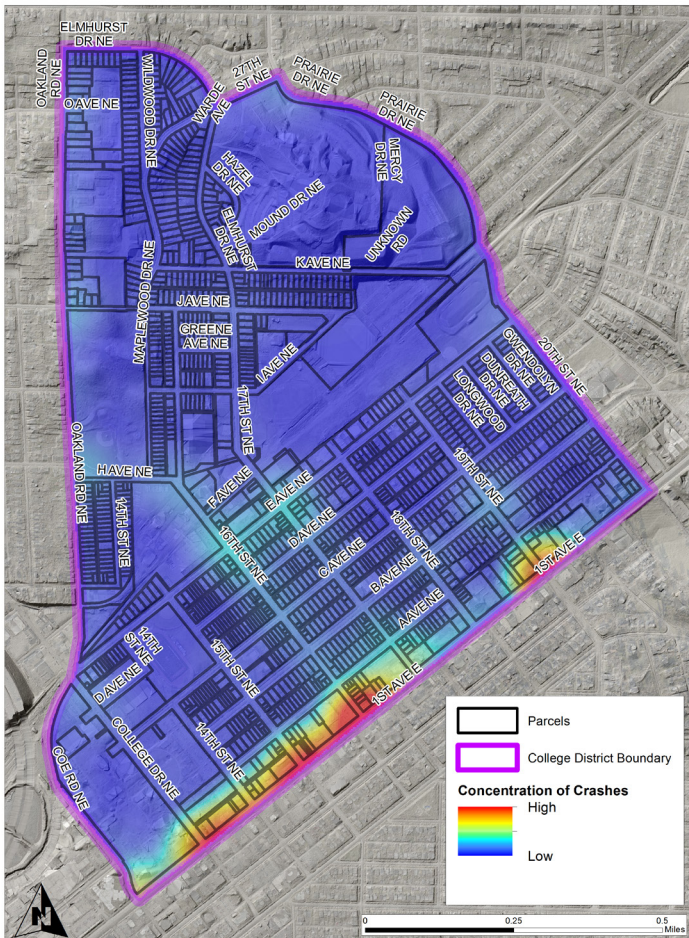


Figure 12: Crash Heat Map

Land Use

Future Land Use

The Future Land Use Map (Figure 13 and Table 12) shows approximately 43% of the District is designated as Urban Medium Intensity development that allows residential densities between 4 to 24 dwelling units per acre (du/A). Urban High Intensity is designated in 8.4% of the District, allowing residential density of 8 to 40 du/A. The allowable residential density for Urban Low Intensity areas will be 2 to 12 du/A. An estimated 24% of the District is designated as Public/Semi-Public and 6% of the total area as Open Space, allowing recreational uses.

COLLEGE DISTRICT AREA ACTION PLAN

Current Zoning

Based on current zoning designations (Figure 14), 69% of the total land in the District is residential. Residential zones include single-unit (R-1, R-2 and R-3), two-unit (R-3D) and multi-unit (RMF-1 and RMF-2) uses. Much of the residentially zoned area is comprised of R-2, R-3 and R-3D. Multi-unit dwellings are permissible generally alongside 1st Avenue NE and Oakland Road NE. The Office/Service zone makes up just over 17% of the District and is concentrated along 1st Avenue NE. The Office/Service zones are also located in the core of the District close to Oakland Road NE. Ten percent of the District is zoned industrial. The industrial zones are situated between E and I Avenues NE.

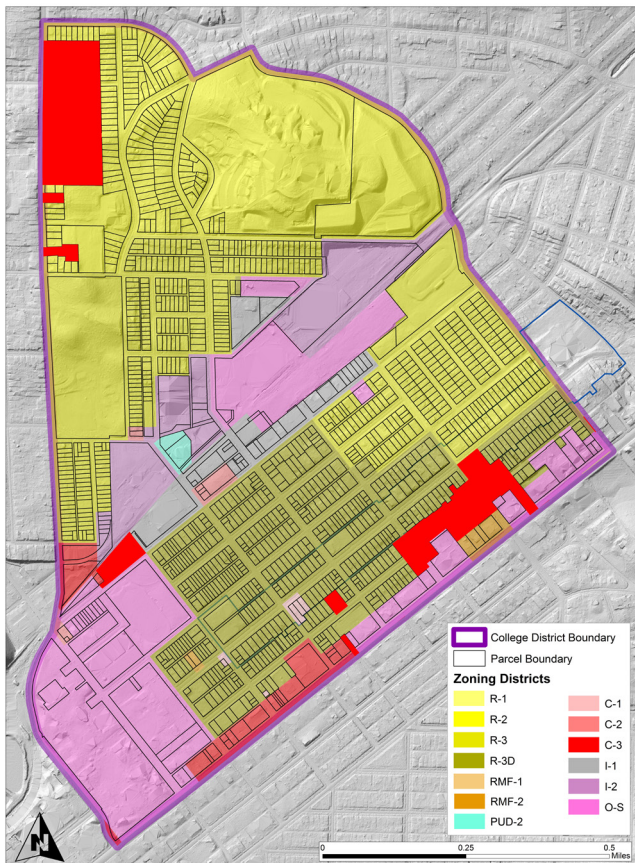


Figure 14: Current Zoning

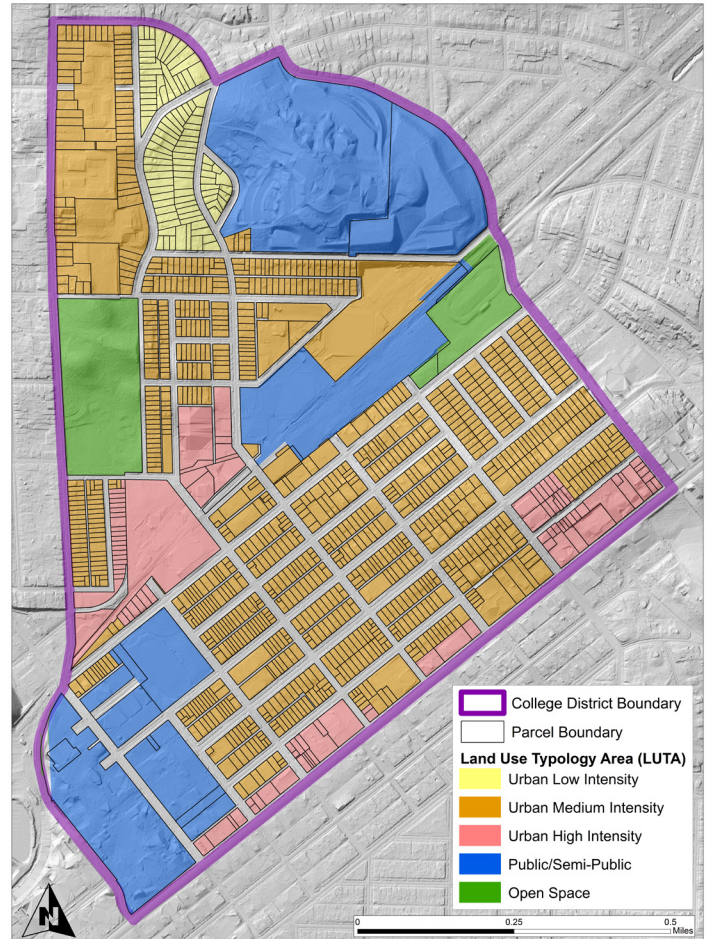


Figure 13: Future Land Use

Category	Acres	Total Area
Urban Low Intensity	20.94	3.7%
Urban Medium Intensity	245.58	43.2%
Urban High Intensity	47.97	8.4%
Public/Semi-Public	134.25	23.6%
Open Space	33.11	5.8%
Total Acres	568.6	

Source: Cedar Rapids Community Development

Table 12: Future Land Use

COLLEGE DISTRICT AREA ACTION PLAN

Future Zoning

ReZone Cedar Rapids is the name of the initiative to update Chapter 32 Zoning and make it more modern, simplified, and flexible. The timing of the code update, which will become effective on January 1st of 2019, and development of this plan allowed for coordination with the public in determining the zoning for the District (Figure 15 Table 13). One major change to the new zoning code is the introduction of Urban Form Districts (form-based code). The emphasis of these types of zoning districts is the appearance and siting of buildings and less on the use occurring in them. These districts also promote mixed-use development. Based on public feedback, there are three areas where Urban Form Districts are located. The first is along 1st Avenue from Coe Road NE to approximately 16th Street NE. Called Urban Neighborhood General, this zoning allows building heights up to six stories. The second is on E Avenue NE from 16th Street NE to 19th Street NE. This area is Urban Village General and would allow buildings up to three stories in height. The last area is between 16th and 17th Streets NE between E and L Avenues NE. This area is also Urban Neighborhood General and allows buildings of up to six stories to be constructed.

Zoning Category	Acres	Percent
Residential	278.77	49.03
Mixed Use	31.08	5.47
Urban Form	36.10	6.35
Industrial	38.00	6.68
Public	184.65	32.48
Total Acres	568.6	

Source: Cedar Rapids Community Development Department

Table 13: New Zoning (effective 1/1/19)

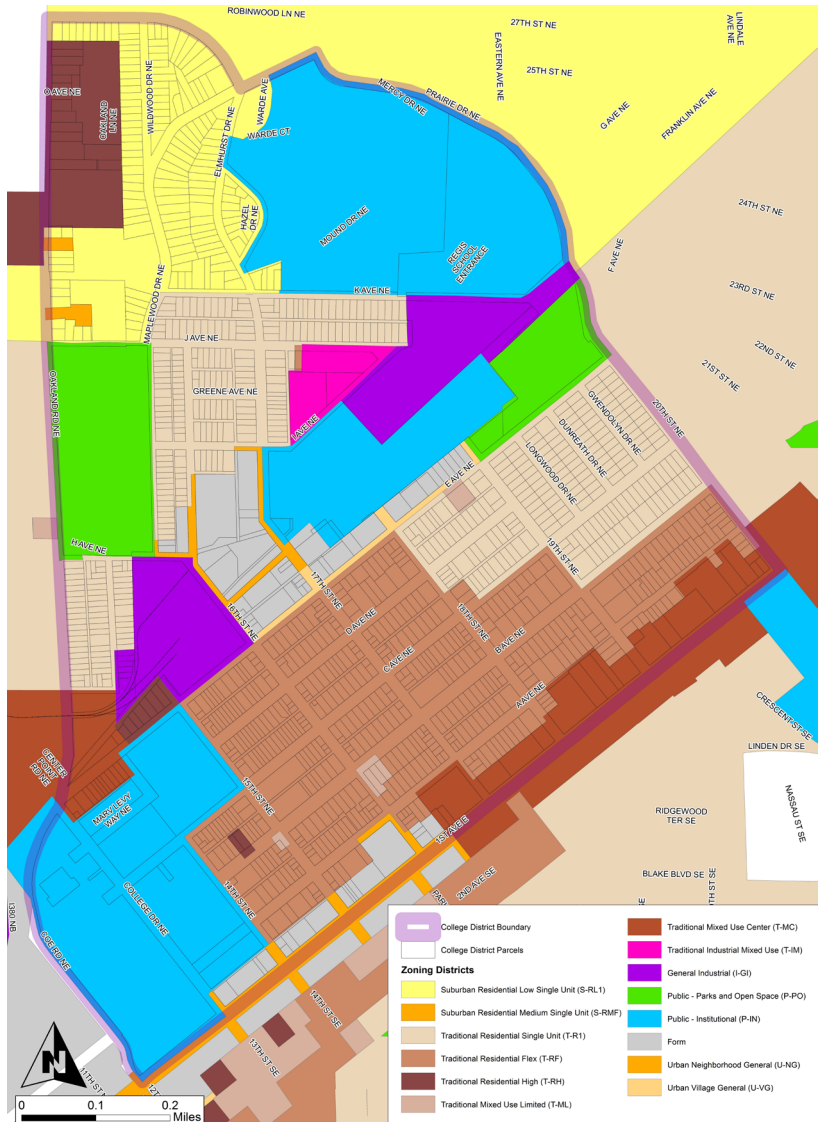


Figure 15: New Zoning (effective 1/1/19)

COLLEGE DISTRICT AREA ACTION PLAN

Environment

Stormwater Management

The Cedar Rapids stormwater conveyance system collects runoff from roofs, driveways, sidewalks, streets, and parking lots, and transports it safely to creeks and rivers. The management of this system is critical to reducing flood risks, property damage and loss of life, and for maintaining and improving water quality. The Kenwood sub-watershed, where the District is located, has a history of significant damage during large rain events in 1971, 1993, 2008, and 2014. The area has been identified by the City of Cedar Rapids as an on-going problem area. In June 2014, the Kenwood basin had the highest reported concentration of incidents and extra solid waste calls as well as a loss-of-life. The 2014 rainfall exceeded the capacity of the stormwater system and backed up flows into a low area where A and B Avenues intersect with 15th Street NE. Some overland flow paths are blocked resulting in street ponding in excess of 3 feet in depth in 2014. Most of the streets in this area experience some overland flow due to downstream capacity constraints in the storm sewer system.



Figure 16: Bioswale



Figure 17: Porous Pavers

Green Infrastructure

Green infrastructure reduces and treats stormwater at its source, while delivering environmental, social, and economic benefits. Stormwater runoff is a major cause of water pollution in urban areas. Rain falling on roofs, streets, and parking lots, lacks the ability to soak into the ground as it would in naturally occurring areas. This is a direct result of development and impervious surfaces. Stormwater runoff drains through gutters, storm sewers, and other engineered collection systems before being discharged into nearby water bodies. Higher flows resulting from heavy rains can cause erosion and flooding in streams, damaging habitat, property, and infrastructure. Green infrastructure uses vegetation, soils, and other elements and practices to restore some of the natural processes required to manage water and create healthier urban environments.

Bioretention basins collect stormwater into a ponding area consisting of a grass buffer strip, sand bed, organic layer(s), soil, and plants. The slowed, cleaned water then drains into native soils or directly to nearby stormwater drains.

COLLEGE DISTRICT AREA ACTION PLAN

Rain gardens are shallow planted depressions with native plants and grasses that collect stormwater runoff. Rain gardens allow rainwater runoff from impervious urban areas, like roofs, driveways, walkways and parking lots to be absorbed naturally.

Bioswales remove silt and pollution from surface runoff and stormwater. They consist of a depressed drainage channel with gently sloped sides and filled with vegetation, compost and riprap. Common applications for bioswales are around parking lots, streets, and other paved surfaces. Substantial automotive pollution occurs on parking lot and paved surfaces.

Porous pavement, also referred to as permeable pavement, is a green infrastructure technique that allows the movement of stormwater runoff through paved surfaces as opposed to running off, as it would on non-permeable pavement surfaces. In addition to reducing runoff, this effectively traps suspended solids and filters pollutants from the water. Whether it is pervious concrete, porous asphalt, paving stones, or concrete, all these pervious materials allow stormwater to percolate and infiltrate the surface areas.

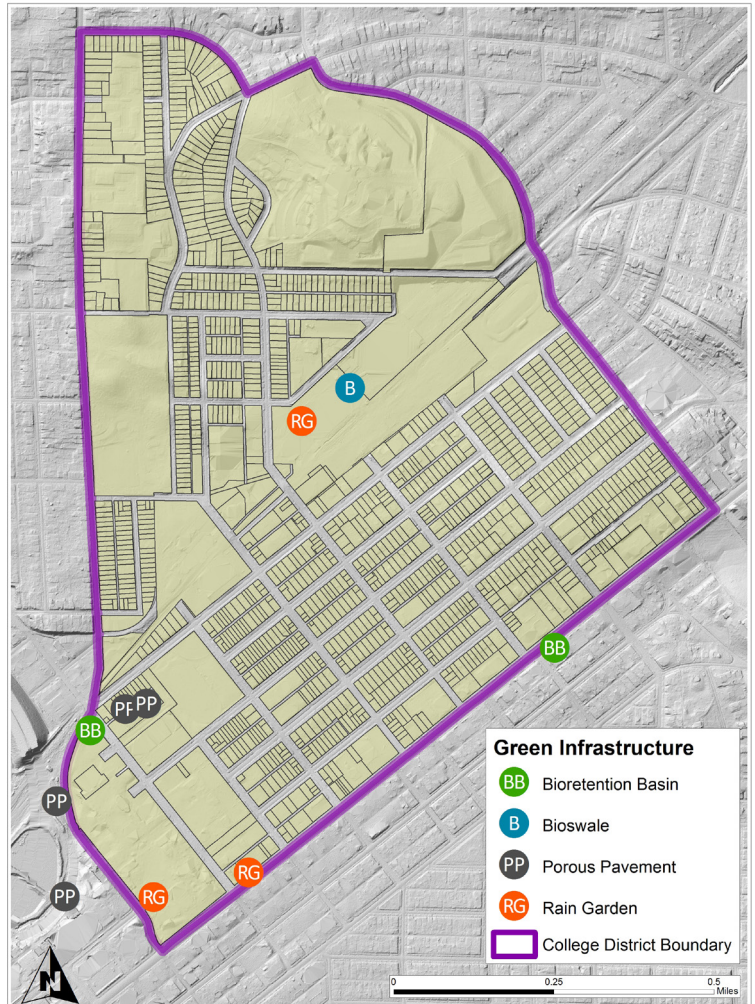


Figure 18: Green Infrastructure Examples

Briefly described below and shown in Figure 18, the District currently has multiple examples of the green infrastructure described above.

Coe College has installed rain gardens, a bioretention basin, permeable pavers in a parking lot, and is investigating installation of a green roof on top of the Gage Student Union.

The City converted the alley connecting College Drive NE and 14th Street NE between E and D Avenues NE to permeable pavement.

Mt. Mercy University has installed a bioswale and a rain garden at their Robert W. Plaster Athletic Complex located at 902 17th Street NE.

Finally, a rain garden was constructed at 1st Avenue Wendy's, adjacent to their parking lot along 1st Avenue NE.

Public Involvement

Key to developing a successful plan is involvement from stakeholders. Stakeholders are diverse in the District. They are home and business owners, employees and clients of businesses, college students, and trail users. The City used various methods for gathering feedback such as public events, topic specific meetings, attending Mound View Neighborhood Association meetings, and meeting with students and administration from both Coe College and Mt. Mercy University. The public events consisted of a workshop to kick-off the planning process and two open houses to share and gather feedback on goals and actions steps, land use, and zoning.

The following are brief summaries of the public events. The display boards presented at each can be found in the appendix.

PUBLIC WORKSHOP OVERVIEW

A Workshop was held on July 18th, 2017 at the Shores Event Center to begin gathering information that would be used to craft goals and action steps for the Area Action Plan. Over 100 citizens participated in a Present/Future exercise and a Conditions Analysis exercise to identify issues and potential solutions as well as topics to focus on that will encourage development or redevelopment in the District.

OPEN HOUSE #1 OVERVIEW

The first open house was held on November 14th, 2017 Coe College's Clark Alumni Hall. More than 60 citizens attended to learn more about the planning process, review feedback received to date, and to provide feedback on draft goals and action steps, land use, and zoning.

OPEN HOUSE #2 OVERVIEW

The second open house was attended by 50 citizens on June 21st, 2018 at Mt. Mercy University's Basile Hall. Similar to the first open house, the purpose of the open house was to share past feedback and present the final goals and action steps. Recommended zoning for the District was also presented for comment.



Figure 19: Public Workshop



PLAN ELEMENTS

CONNECTIVITY

The Connectivity section addresses how residents navigate not only within the District but also to areas in the city at large. Identifying and taking advantage of strategies to enhance and promote alternative modes of transportation such as walking and bicycling is important. The existing street grid pattern is an example of a neighborhood design characteristic that facilitates connectivity and encourages the use of all modes of transportation.

Although the majority of the streets are fronted with sidewalks, stakeholders commented on their poor condition during public outreach for the plan. The effectiveness of existing streetlights was also commented on. Darkened streets can affect pedestrian safety and exacerbate the negative walking experience on sidewalks that are in poor condition. Students from both Coe College and Mt. Mercy University expressed the desire to interact with each other's campus more but noted the darkness of the area at night as an issue that makes this interaction less likely. Students mentioned E Avenue to 17th Street as a logical connection between the two campuses.

1st Avenue along the southern boundary of the area serves many roles. It is a major thoroughfare in the city for east/west travel, an important transit route, and a major commercial corridor. Consequently, it generates a lot of pedestrian traffic not only within the District but also between the Mound View and Wellington Heights Neighborhoods. The public identified pedestrian crossing of 1st Avenue as an issue not only during development of this plan but also the Wellington Heights Neighborhood Plan.

The majority of streets in the area have low traffic volumes, which not only lends itself to a more pleasant pedestrian environment but can also encourage bicycle use in addition to the existing sidewalks for inexperienced or young riders. The CeMar Trail bisects the area east to west and provides a connection to Cedar Lake and eventually to the City of Marion. Citizens expressed the desire to have this connection to Cedar Lake improved. The City has a project planned to do just that by installing six-foot sidewalks on both sides of H Avenue all the way to Shaver Road including a trail connection directly to the Cedar Lake Loop Trail, which currently is accessed through a trailhead parking lot. Bike lanes will be improved as well as the railroad crossings for both pedestrians and bicyclists. Additionally, the City's Master Trail Plan identifies future connections between 1st Avenue and the CeMar Trail as well as connections to outside the area.

Four transit lines connect the area with the rest of the city including the revamped Five Route that has 15-minute headways along 1st Avenue between the downtown Ground Transportation Center (GTC) and Lindale Mall. The knowledge and use of the transit system was commented on by college students who were not familiar with the system but expressed a desire to use it.

The western edge of the area contains a pair of one-way streets that travel along and through Coe College's campus. These streets, Coe Road and College Drive turn into Center Point Road and Oakland Road, respectively, at approximately the intersection of E Avenue NE, which runs from this point east past the

CONNECTIVITY (CONTINUED)

planning area boundary at 20th Street. The odd confluence of these five streets, in addition to an active rail line nearby, has led the City to plan the conversion to two-way only from H Avenue north, which will improve connectivity. There exists a unique opportunity to improve this “five point” intersection in such a way to enhance not only traffic flow but also the aesthetic appeal of the area. This intersection also acts as a gateway into both the Mound View Neighborhood and Coe College’s campus from the north and I-380. Stakeholders consistently mentioned the possibility of E Avenue NE becoming a more prominent roadway in the area as it has underutilized areas east of 17th Street and can act as a connector between the two colleges.



Figure 20: E Avenue NE & Oakland Road NE

Goals

The following goals were developed to address feedback gathered from stakeholders throughout the planning process.

1. Improve pedestrian safety.

This goal highlights the importance of pedestrian safety and opportunities for improvements. Maintaining sidewalks in a state of good repair and filling gaps in the sidewalk system are strategies that are more obvious but also the addition of streetscaping and improved lighting can enhance the feeling of safety with the added aesthetic improvement. These last two ideas will be discussed more in the Streetscapes section of the plan.

In addition to sidewalk related projects, pedestrian crossings are an important consideration especially of busy 1st Avenue between the Mound View and Wellington Heights neighborhoods.

2. Enhance multimodal transportation opportunities.

Multimodal transportation is key in providing opportunities for persons of all age and income levels to access employment, shopping, entertainment, and healthcare regardless of where they reside in the city by whichever means of transportation they choose. Unique to this area are the two higher education facilities and their students who may or may not have an automobile but still require the ability to access different areas of the city.

Additionally, the proximity of Cedar Lake to this area is a huge amenity that can be enjoyed by all with adequate connectivity.



CONNECTIVITY (CONTINUED)

Action Steps

The following actions are intended to address issues that were identified during development of the plan and will be completed solely by the City or in partnership with other stakeholders.

1. Perform analysis to identify locations to improve safety or for sidewalk infill as part of the update to the Pedestrian Master Plan.

The City has initiated the development of a Pedestrian Master Plan that will identify connectivity and safety issues throughout Cedar Rapids and identify improvements to correct them. These improvements will be categorized into short-term (five year) and long-term (ten year) timeframes including funding strategies. The Pedestrian Master Plan will take into account roadway crossings, Environmental Justice, business access, transit access, and ADA accessibility to make the recommended improvements. It is anticipated that development of this plan will be completed in late 2018 or early 2019.

2. Initiate engineering analysis for vehicle, bicycle, pedestrian, and gateway improvements at the Coe Road/Center Point Road/College Drive/Oakland Road/E Avenue intersection.

This “five points” intersection will be examined to identify possible solutions to increase accessibility and safety for both automobiles and non-automobiles. In addition, this location acts as a gateway into both the Mound View Neighborhood and Coe College’s campus and aesthetic improvements will be considered to make this a true gateway into the area.

3. Promote awareness and usage of the CR Transit system.

Business cards will be created to provide to Coe College and Mt. Mercy University students that contain the links to both Ride CRT and the CR Transit webpage. Ride CRT allows users to utilize the internet or smart phone application to view bus routes and the current location of buses on those routes. This will eventually be integrated with Google Transit, which will allow users to determine the best route to their location via the transit system including the best path to the closest bus stop. The purpose of these cards is to educate students about the transit system and encourage them to use it.

LAND USE

This section examines existing land use and zoning in the area and recommendations for improvements. The City is currently updating its zoning code, which will allow regulatory control to be in place to help guide the type of development that residents would like to see in this area. It is important to remember that the City is legally limited with its land control rules of land use and zoning. The City can only recommend the general types of uses and not the specific brand or chain of business. For example, the plan may recommend more sit-down dining establishments but cannot recommend that an Olive Garden locate in a specific location. The intent of recommending land use and zoning is to relay the desire of the residents and encourage the type of development they would like to see and that best fits the area.

Residents expressed a desire for mixed-use and Missing Middle housing in addition to keeping the existing character of the single-family detached housing that exists in most of the District. Mixed-use development

COLLEGE DISTRICT AREA ACTION PLAN

LAND USE (CONTINUED)

brings commercial or office uses together with residential and can encourage walkability by integrating everyday uses into the area and limiting the need for a car to access everyday needs. Coined by Dan Peroulek, Missing Middle housing is a housing type that is compatible with single-family homes yet provides a diverse selection of housing costs in order to serve different ages, sizes, and incomes. Duplexes and townhouses are examples of this type of housing style. Missing Middle housing also can provide the opportunity for residents to “age in place” and remain in their neighborhood throughout their life.

Commercial development is primarily located along 1st Avenue with some limited industrial/warehouse/contractor shop businesses located in the middle of the District on Oakland Road, 16th Street, and 17th Street north of E Avenue. Hy-Vee is located along 1st Avenue, which makes Mound View unique for being a core neighborhood with a grocery store. The remaining 1st Avenue commercial development is more auto-oriented, such as fast food restaurants, along with Coe College, some medical and non-medical offices, and alcohol and tobacco shops. The public has expressed the desire for more retail and restaurant options in the area and due to the high traffic counts along 1st Avenue; this would appear to be the most likely location for such businesses. However, the potential for these types of businesses to thrive in other locations in the District will depend on the private sectors knowledge of the area and demographics.

Founded in 2007 by business owners concerned about safety along 1st Avenue, the College District (formerly known as the Uptown District) in a non-profit alliance focusing on improving safety, aesthetics, and growth in the District plan area. Originally focused on both sides of 1st Avenue East from the downtown to 20th Street NE, the organization recently expanded their boundary north to match the area focused on in the plan. This organization is in a unique position to bring attention to the District and its opportunities.

Coe College and Mt. Mercy University are the largest landowners in the College District. Coe owns the majority of the property bounded by Coe Road, E Avenue, 15th Street, and 1st Avenue. Coe has made public its intent to acquire all of the property south of C Avenue between 14th and 15th Streets and not expand beyond 15th Street. The Coe-owned property in this area was acquired for future expansion and is currently maintained as greenspace.

Until recently, Mt. Mercy University occupied only the far northeast corner of the District but now is only two blocks from Coe College’s campus. With the CeMar Trail running through it, the new Plaster Athletic Complex, located on a former industrial site, has



Figure 21: Robert W. Plaster Athletic Complex



LAND USE (CONTINUED)

transformed the area and brought Mt. Mercy University formally into the Mound View Neighborhood.

The transformation of this site not only has improved the aesthetics of the area but will also help stormwater management. Mt. Mercy University is collaborating with the City to add stormwater storage in the Plaster Athletic Complex, Tomahawk Park, and the Cedar Rapids Community School District's athletic fields along E Avenue and 20th Street. The public private partnership will help mitigate flooding along E Avenue west of 19th Street by absorbing and slowing the flow of stormwater south. The District is located in the Kenwood sub-watershed and although river flooding is not a concern, flash flooding has occurred numerous times, most recently in June of 2014. A high intensity storm that month exceeded the capacity of the stormwater management system, which resulted in flooding of the block between A and B Avenues NE and 15th and 16th Streets NE (behind the Hy-Vee and McDonald's). Three feet of ponding water on A Avenue occurred and the storm caused damage to homes, garages, and vehicles including some basement wall collapses.

Goals

The following goals were developed to address feedback gathered from stakeholders throughout the planning process.

1. Promote development and redevelopment while maintaining the historic nature and character of the area.

There is an overwhelming desire by residents to preserve the existing single-family residential housing in the area but at the same time allow underutilized areas to be redeveloped into more housing or commercial development, which could be in the form of mixed-use.

2. Enhance housing choice by encouraging a wide range of types at a variety of price points.

Housing choice is key to attract new residents of different ages and income levels, and to allow existing ones to remain in the neighborhood as their lifestyle changes. The College District's proximity to the downtown and other amenities, including employers such as the colleges and hospitals, make it an ideal location for residents looking for a walkable neighborhood. Revising the zoning code to allow mixed-use and Missing Middle housing will be important.

3. Improve stormwater management.

The purpose of stormwater management is to help mitigate the risk from flooding, the damage to property, and to improve water quality. The lack of stormwater management can make individual parcels and even whole blocks or neighborhoods undesirable. This can lead to lack of investment and maintenance by current property owners and discourage new interest in an area.

Action Steps

The following actions are intended to address issues that were identified during development of the plan and will be completed solely by the City or in partnership with other stakeholders.

LAND USE (CONTINUED)

1. Create developer resource to share information on adopted plans and economic and demographic data of the area.

Comprised of area specific demographic and land use data, city-related plans and projects, and student related data from Coe College and Mt. Mercy University, this document will act as a marketing tool for persons interested in learning more about development potential in the College District. It will be maintained in an electronic format that can be shared on stakeholder websites and updated as necessary.

2. Update zoning for 1st Avenue corridor through the study area to promote neighborhood friendly mixed-use development consistent with historic development patterns.

As a major commercial corridor in the area, redevelopment can take advantage of its location, exposure to traffic, walkability, and access to transit. Aligning the zoning to encourage walkable mixed-use development will be done through the ReZone Cedar Rapids process. The use of Urban Form districts (form-based code), which focuses more on location and style of construction instead of use, is recommended with the update to the new zoning code along this section of 1st Avenue.

3. Evaluate zoning for industrial and commercial areas at the heart of the study area.

This specific area is essentially bound by E Avenue on the south, 16th Street on the west, I Avenue on the north, and 17th Street on the east. It also includes the north side of E Avenue from 19th Street to College Drive. This area is composed primarily of older industrial type buildings and light industrial uses such as contractor shops. Some exceptions to this are the Shores Central Park office building, some bars, and the Treehouse factory. It is a block away from Daniels Park and across 17th Street from the Plaster Athletic Complex. It also has direct access to I-380 via H Avenue. It will be important to make sure that the zoning of this area is not an impediment to redevelopment whether for commercial, mixed-use, or Missing Middle housing. Urban Form district zoning is recommended along the north side of E Avenue NE and the above-described area.

4. Promote walkability as part of the update to the zoning code.

Zoning can positively impact walkability by specifying certain site design standards such as requiring buildings to be positioned close to sidewalks, limiting the number and location of curb cuts across sidewalks, and locating parking behind buildings. These site design standards will be addressed with ReZone Cedar Rapids. This also can encourage livelier pedestrian oriented streetfronts such as the use of sidewalk cafes, which can add to the character of an area.

5. Implement zoning changes for locations identified for preservation, enhancement, and transformation by this plan.

ReZone Cedar Rapids uses an analysis of current development patterns, called Community Character, to aid in determining how development should occur in the future. Future development has been categorized into three types based on existing development patterns and community input.

In Preservation areas, the design and character of the area are established and remain relatively stable over time. New development in preservation areas should match the existing context of the area while

LAND USE (CONTINUED)

reinforcing its character. Areas identified for enhancement will benefit from gradual improvements through infill and redevelopment that will improve the design and function of existing development over time. New development should build upon the area's uniqueness, as well as anticipated changes in the area. Transformation areas require significant redevelopment to improve the long-term economic health of the geographic area.

These categories are used to further refine the zoning that is applied to these areas. For example, an area of predominately single-family homes may be categorized as a preservation area and zoning would limit the size (number of floors, square footage, etc.) and type (residential, commercial, etc.) of new development so as not to negatively change the character of the area. Whereas, a transformation area may have zoning that allows larger buildings and more commercial uses.

6. Prioritize projects from the Stormwater Master Plan to mitigate the impacts of flash flooding.

The City's Stormwater Master Plan, adopted in 2016, uses hydraulic modeling of watersheds to help identify solutions to stormwater management issues. One of the first models created was for the Kenwood sub-watershed, which encompasses all of the College District. This sub-watershed had the highest densities of flooding incidents and calls to dispose of flood damaged materials during the 2014 rainfall event. The next update to the Master Plan will be to prioritize all of the identified improvements in the plan and determine approximate timeframes for completion including projects located in the College District.

CHARACTER & PLACEMAKING

Character and placemaking are two essential factors that lead to vibrant areas. Character describes the attributes, both natural and man-made, of an area that may contribute to its uniqueness or sense of place. Placemaking is the use of these attributes or amenities to create destinations or attractions that encourage development/redevelopment, which further expands or strengthens the area and increase the quality of life for residents and the city at large. A local example of this is the NewBo City Market.

The location of the District and its proximity to not only the downtown but also I-380 was highlighted by residents as a key strength of the area. In addition, supplemented by the transportation network, residents believe they are ideally situated to access nearby amenities such as Cedar Lake but also regional amenities like the Lindale Mall area. Unique to neighborhoods in Cedar Rapids, much less in other cities, is the existence of two higher education entities within the District. Both Coe College and Mt. Mercy University have open campuses and offer educational and athletic opportunities to residents. Their location in a residential neighborhood provides housing opportunities for their employees as well.

Residents believe the area has a strong stock of affordable housing that combined with the areas location make it an appealing place to live. This older housing stock contributes to the character of the area with a good example of this being the B Avenue NE National Historic District, which stretches from 15th Street NE to 21st Street NE (by Franklin Middle School). In addition to affordable housing, residents highlighted the area amenities that contribute to the attractiveness of the area.

COLLEGE DISTRICT AREA ACTION PLAN

CHARACTER & PLACEMAKING (CONTINUED)

Besides the aforementioned colleges, the CeMar Trail, Daniels Park, and Hy-Vee were some of the area amenities that residents believe contribute to the attractiveness of the area. With a few exceptions, the area's roadways are lined on both sides with trees, which was identified as an important amenity.

Neighborhood associations are typically formed to bring residents together to develop and foster community solidarity, to serve as a united voice in communication, and to work together to improve their community. The majority of the planning area is comprised of the Mound View Neighborhood and its neighborhood association was noted by residents as a strength of the District. One of ten neighborhood associations in the City of Cedar Rapids, the Mound View Neighborhood Association is considered a certified neighborhood. Certified neighborhoods receive funding to perform activities that are intended to bring their residents together for improving the neighborhood. Examples of such activities are beautification projects, building paint and repair projects, block parties, and neighborhood clean-ups.

There were two topics heard from residents that impact quality of life in the District. They are safety and property maintenance. Residents talked about safety from three perspectives. The first perspective, as noted previously, is that residents believe improved street lighting in the area will allow people to see more of their surroundings including the sidewalks, which were mentioned as being in poor condition. Better visibility will increase the comfort level of those walking in the area. The second and third perspectives are related to crime both real and perceived. Residents said there are some issues with crime but noted that the perception of the high crime rates can have a negative impact on attracting new residents and businesses to the area.

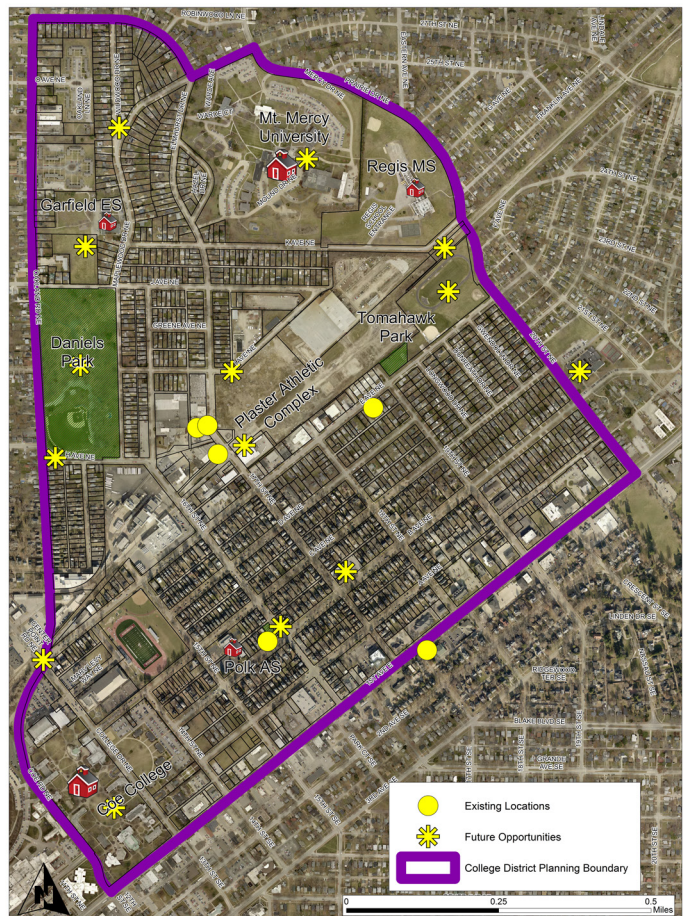


Figure 22: Existing & Potential Art Locations

Maintenance of commercial and residential properties was noted as effecting not only residents but also the image of the area to rest of the city. This includes structures and yards. Issues with storing junk on yards or not mowing were shared. Lack of or insufficient property maintenance has a negative impact on property values and on neighborhood pride.

Art is an amenity that can contribute to the character of an area and enhance the quality of life for residents. As part of the planning process, city staff conducted an inventory of art in the District to identify

CHARACTER & PLACEMAKING (CONTINUED)

existing art including private collections such as at Coe College and Mt. Mercy University as well as private formal and informal art visible from the public right-of-way. In addition to cataloguing existing art, City staff developed a list of suggested sites for future public art investments. These sites were identified based on their unique locations which provide prominent civic focal points and views throughout the District and would ensure widespread coverage and accessibility to future public art installations.

This art inventory and suggested site list was reviewed by the City's Visual Arts Commission, which expressed its support for the effort to incorporate planning for public art into the Area Action Plan (Figure 22).

Goals

The following goals were developed to address feedback gathered from stakeholders throughout the planning process.

1. Enhance the sense of community and security.

There is a strong sense of pride from area residents and a desire to share that with visitors, new neighbors, and businesses. The Mound View Neighborhood Association is in a position to help foster this pride and continued sharing of information with the Police Department and the use of the SAFE-CR program will help improve issues related to safety.

2. Promote the history, culture, and amenities of the area.

With a National Historic District, proximity to I-380 and downtown, and two higher education entities in the area, residents believe they are ideally situated in Cedar Rapids. Sharing this with residents and the rest of the City is key.

3. Enhance visual appeal.

The appearance of buildings in the area have an impact on residents and visitors. More consistent property management will reflect the pride residents have for the area, encourage redevelopment and new development, and influence the desire of people to visit the area.

Action Steps

The following actions are intended to address issues that were identified during development of the plan and will be completed solely by the City or in partnership with other stakeholders.

1. Identify gaps in neighborhood activities and create additional programs to fill gaps.

The Mound View Neighborhood Association use its position to identify and perform activities to increase neighborhood involvement. Information gained through the public process used to create this plan can help identify such opportunities to include in their annual work plan and budget.

2. Increase Police patrols of areas of current concern.

Increased reporting of potential or actual criminal activity can help the Police Department learn about areas concerning residents and allow them to increase patrols in these areas.

CHARACTER & PLACEMAKING (CONTINUED)

3. Include education and information about SAFE-CR and reporting criminal activity in the Mound View Neighborhood Association Newsletter (paper and electronically).

Sharing information about how to access and use the SAFE-CR program including the importance of reporting criminal activity can help encourage residents to make a positive impact in the area.

4. Develop list of additional historical sites in the Mound View Neighborhood to include in the ‘History Happened Here’ program.

The History Happened Here program is a collaborative community history initiative that seeks to highlight notable historic sites throughout the City. The program includes placing plaques to indicate the location and detail about historic resources (existing or since removed). There is an existing walking tour about the history of Grant Wood in the Mound View Neighborhood but there are more opportunities to explore such as the Shores-Mueller Company building, which was recently added to the National Register of Historic Places.

5. Develop and promote marketing materials to share with college students and residents about the activities available at the schools and citywide.

Students attending Coe College or Mt. Mercy University are unique residents in that they may spend parts of the college tenure or its entirety in Cedar Rapids. The amenities of the area and the City play a part in whether they choose to complete their degree here afterwards if they stay to become permanent residents. Residents of the city, and especially the College District area, have an opportunity to access the educational and athletic activities provided by Coe College and Mt. Mercy University. Spreading information about activities sponsored by them and about other activities in the City will benefit all.

6. Develop and promote a property maintenance manual for homeowners, landlords, and renters.

A manual that shares general information about property maintenance for owners of homes, apartment buildings, and commercial properties will help highlight the desire for a consistent level of property maintenance and its impact on the area. Keeping buildings in a good state of repair (roof, siding, etc.) along with the property around them has a positive impact on property values and expresses the pride residents have in the area.

7. Analyze current city programs and expand, as necessary, to continue to promote home repair.

The City analyzes its programs to ensure they are accomplishing what they were intended to accomplish. Cedar Rapids recognized the importance of home renovation in helping to promote revitalization. Examining potential options led the City to work with the Neighborhood Finance Corporation (NFC) of Des Moines to expand into Cedar Rapids. This unique partnership between the City, the NFC (an established non-profit that has been providing financing for purchase and renovation of homes since 1990), and local lending institutions will provide opportunities for revitalization by homeowners in neighborhoods like Mound View. The City will monitor the success of the NFC and continue to look for opportunities like this to help revitalize the College District area.

STREETSCAPES

Streetscapes are the areas between the travel lanes of a roadway and the property adjoining them. Streetscapes can play a positive role in improving the interaction and experience of pedestrians and the value of private property. They may just be a grass parkstrip with trees and sidewalk or a highly landscaped area with planter boxes, benches, and sidewalk cafes. Streetlighting and signage are also streetscape elements. At their best, streetscapes can contribute to the placemaking of an area and at their worst, a barrier or discouragement to pedestrians and redevelopment.

Residents shared concerns with the streetlighting of certain parts of the area and how that impacts the feeling of safety for pedestrians walking at night. Both Coe College and Mt. Mercy University students indicated how improved lighting would encourage more interaction between the two schools especially with the addition of the Plaster Athletic Complex.

Similar to property maintenance, residents commented how streetscaping impacts the appearance of the area and might encourage redevelopment or new development in certain areas such as along E Avenue NE.

Continued development of amenities like the CEMAR Trail and destinations like the new Plaster Athletic Complex and older ones like Coe College and the Dairy Queen raised questions about how to better market the area to new residents and the city as a whole. Wayfinding signage was suggested as a way to provide direction to destinations north of 1st Avenue as well as better identifying amenities offered by the schools.

The established tree canopy was highlighted as an important element that contributes positively to both the streetscape and the character of the area.

Goals

The following goals were developed to address feedback gathered from stakeholders throughout the planning process.

1. Improve visibility of the colleges and area amenities.

Both Coe College and Mt. University offer athletic and educational opportunities to residents that can be highlighted through signage. Area businesses and amenities not visible from 1st Avenue, such as the Dairy Queen and CEMAR Trail, might benefit from wayfinding signage.

2. Improve the pedestrian experience.

Improving the lighting of the area will help increase the feelings of safety and encourage walking to area businesses as well as the interaction of students between the two colleges.

3. Develop a cohesive streetscape aesthetic.

An improved streetscape style will impact the pedestrian experience as well as improve the appearance of the area while allowing for distinguishing the location of area destinations and amenities.



STREETSCAPES (CONTINUED)

Action Steps

The following actions are intended to address issues that were identified during development of the plan and will be completed solely by the City or in partnership with other stakeholders.

1. Develop wayfinding signage to identify amenities within the area.

The City will work with Coe College, Mt. Mercy University, and the Mound View Neighborhood Association to identify the appropriate locations to identify the neighborhood and area amenities including both schools.

2. Examine current street lighting for issues and potential improvements.

The City will perform an analysis of current street lighting within the planning area to identify improvements that might be made.

3. Identify aesthetic streetscape improvements including street lighting as part of citywide efforts.

The City has initiated development of a Right-of-Way (ROW) Planning and Specifications Manual to create a cohesive design aesthetic for the entire community. This manual will aid designers of public infrastructure choose streetscape elements that are appropriate to the location and provide flexibility to add placemaking elements to individual neighborhoods in the City. These elements may include gateway markers, signage, or landscaping.



Action Step Tables

The following tables organize the Action Steps by their plan element and goal. The Action Step numbering is sequential based on each element. The Lead column identifies the entity that is responsible for completion of the Action Step, which may require cooperation or coordination with other stakeholders such as the City. The timeframe listed for each is an estimate of when work would begin on implementing an Action Step. It is worth noting that these Action Steps will be reviewed annually to track progress and make adjustments to the timeframe. The listed entities under the Lead column are shown in a key on the following page.

#	Action Step	Lead	Timeframe
Connectivity Goal #1 - Improve pedestrian safety.			
1	Perform analysis to identify locations to improve safety or for sidewalk infill as part of the update to the Pedestrian Master Plan.	PW	Within 1 Year
Connectivity Goal #2 – Enhance multimodal transportation opportunities.			
2	Initiate engineering analysis for vehicle, bicycle, pedestrian, and gateway improvements at the Coe Rd./Center Point Rd./College Dr./Oakland Rd/E Avenue intersection.	PW, CD	Within 1 Year
3	Promote awareness and usage of the CR Transit system.	CRT, MMU,COE	Within 1 Year
Land Use Goal #1 – Promote development and redevelopment while maintaining the historic nature and character of the area.			
1	Create developer resource to share information on adopted plans and economic and demographic data of the area.	CC, MMU, CD	2 – 3 Years
2	Update zoning for 1st Avenue corridor through the study area to promote neighborhood friendly mixed-use development consistent with historic development patterns.	CD	Within 1 Year
3	Evaluate zoning for industrial and commercial areas at the heart of the study area.	CD	Within 1 Year
4	Promote walkability as part of the update to the zoning code.	CD	Within 1 Year
Land Use Goal #2 – Enhance housing choice by encouraging a wide range of types at a variety of price points.			
5	Implement zoning changes for locations identified for preservation, enhancement, and transformation by this plan.	CD	Within 1 Year
Land Use Goal #3 – Improve stormwater management.			
6	Prioritize projects from the Stormwater Master Plan to mitigate the impacts of flash flooding.	PW	Within 1 Year

COLLEGE DISTRICT AREA ACTION PLAN



#	Action Step	Lead	Timeframe
Character & Placemaking Goal #1 – Enhance the sense of community and security.			
1	Identify gaps in neighborhood activities and create additional programs to fill gaps.	MVNA	Within 1 Year
2	Increase Police patrols of areas of current concern.	PD	Within 1 Year
3	Include education and information about SAFE-CR and reporting criminal activity in the Mound View Neighborhood Association Newsletter (paper and electronically).	PD, MVNA	Within 1 Year
Character & Placemaking Goal #2 – Promote the history, culture, and amenities of the area.			
4	Develop list of additional historical sites in the Mound View Neighborhood to include in the History Happened Here program.	MVNA	2 – 3 Years
5	Develop and promote marketing materials to share with college students and residents about the activities available at the schools and citywide.	CC, MMU, CD	2 – 3 Years
Character & Placemaking Goal #3 – Enhance visual appeal.			
6	Develop and promote a property maintenance manual for homeowners, landlords, and renters.	MVNA	2 – 3 Years
7	Analyze current city programs and expand, as necessary, to continue to promote home repair.	CD	Within 1 Year
Streetscapes Goal #1 – Improve visibility of the colleges and area amenities.			
1	Develop wayfinding signage to identify amenities within the area.	CD, PW, CC, MMU, MVNA	2 – 3 Years
Streetscapes Goal #2 – Improve the pedestrian experience.			
2	Examine current street lighting for issues and potential improvements.	PW	Within 1 Year
Streetscapes Goal #3 – Develop a cohesive streetscape aesthetic.			
3	Identify aesthetic streetscape improvements including street lighting as part of citywide efforts.	CD, PW	Within 1 Year

Lead Key

- CRT - Cedar Rapids Transit
- CC - Coe College
- CD - City of Cedar Rapids Community Development Department
- MVNA - Mound View Neighborhood Association
- MMU - Mt. Mercy University
- PD - City of Cedar Rapids Police Department
- PW - City of Cedar Rapids Public Works Department



Appendix

1. PUBLIC WORKSHOP DISPLAY BOARDS

2. OPEN HOUSE #1 DISPLAY BOARDS

3. OPEN HOUSE #2 DISPLAY BOARDS

PUBLIC WORKSHOP DISPLAY BOARDS



Welcome

COLLEGE DISTRICT AREA ACTION PLAN PUBLIC WORKSHOP

Help us develop goals and action steps for a long-range plan to transform the area.

What is an Area Action Plan?

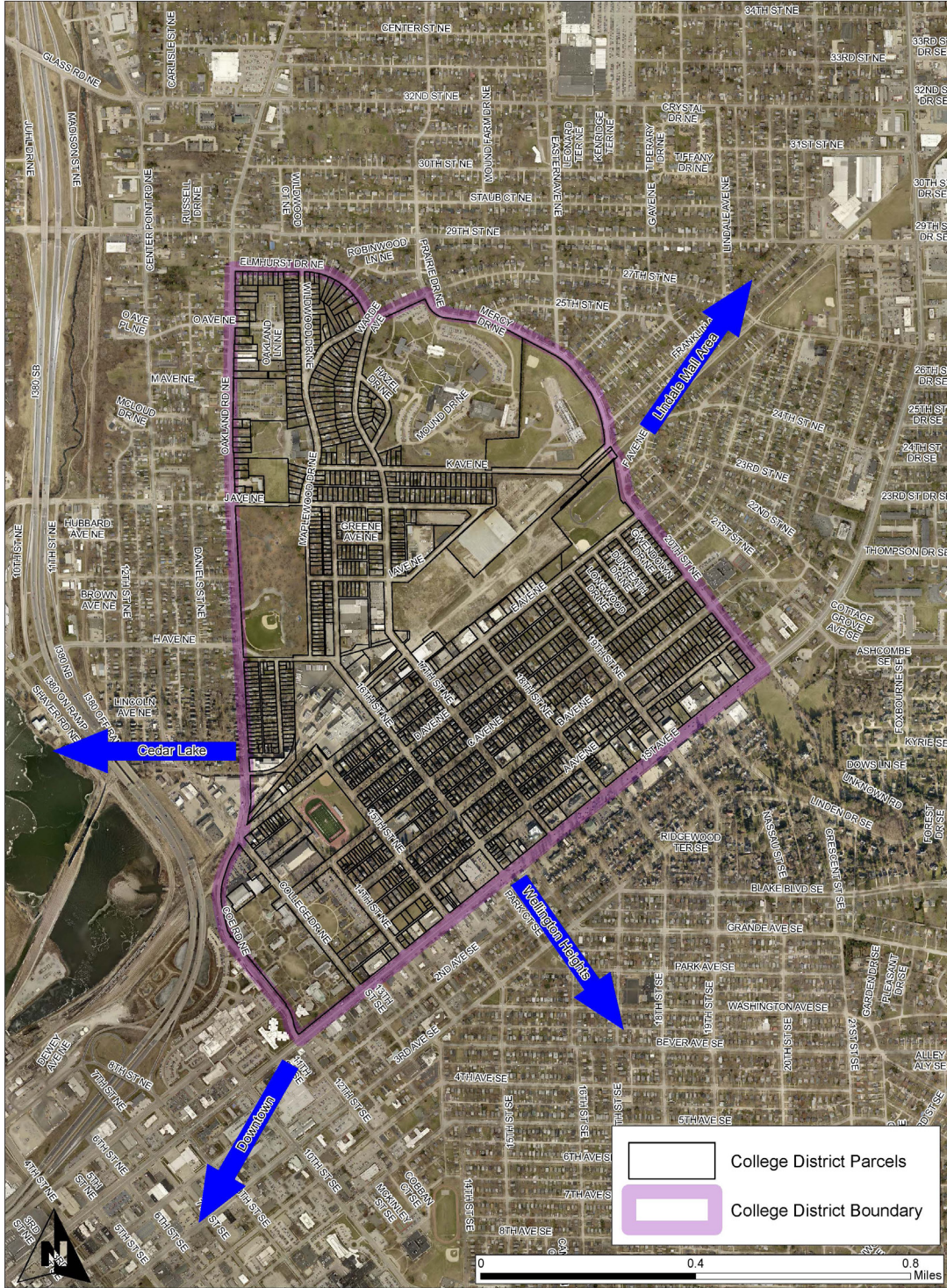
An Area Action Plan focuses on connecting various planning efforts related to a specific area, such as parks and recreation, flood recovery, pedestrians, and trails.

The plan will identify specific actions needed to address issues and make improvements.

COLLEGE DISTRICT AREA ACTION PLAN



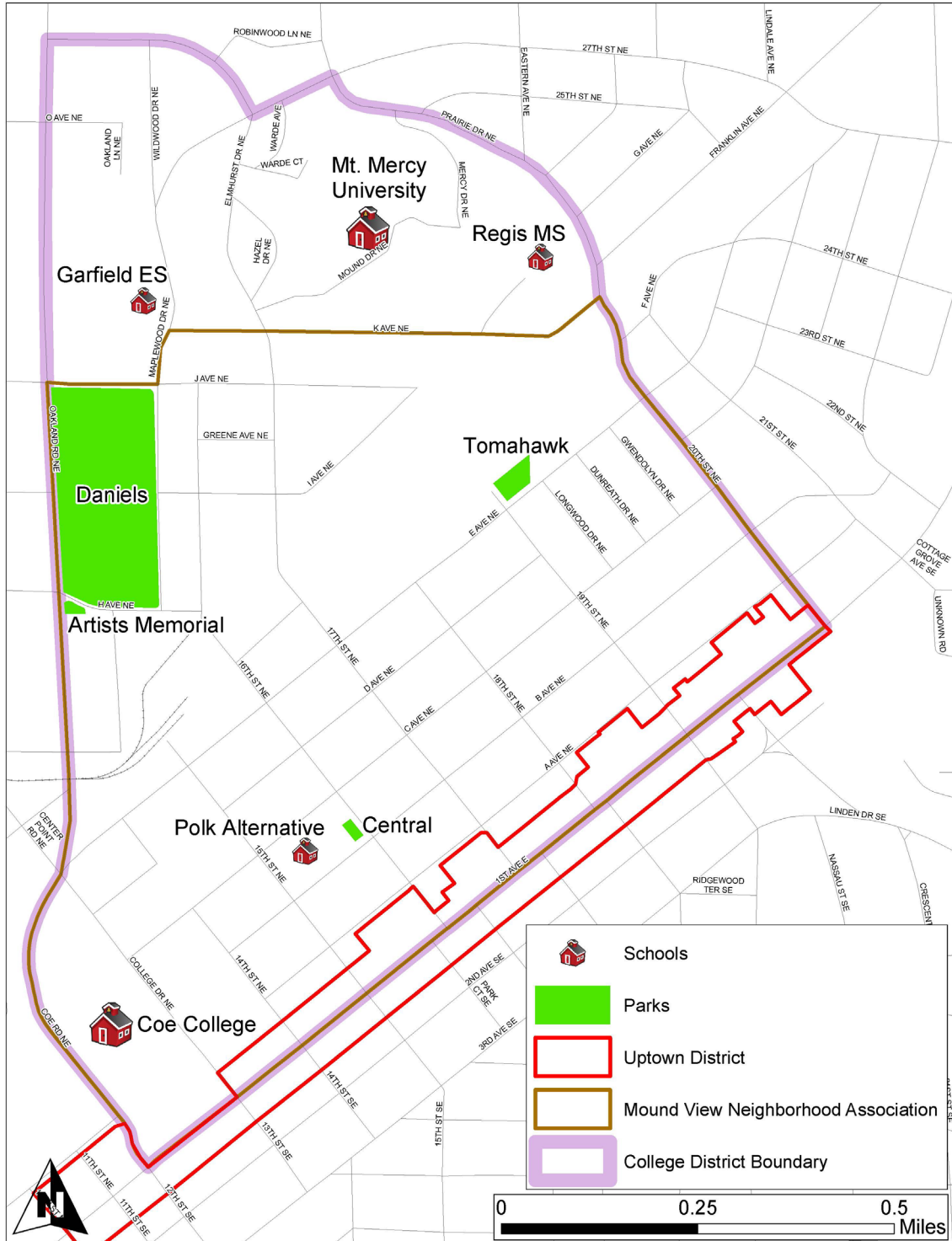
PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)



COLLEGE DISTRICT AREA ACTION PLAN



PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)



COLLEGE DISTRICT AREA ACTION PLAN



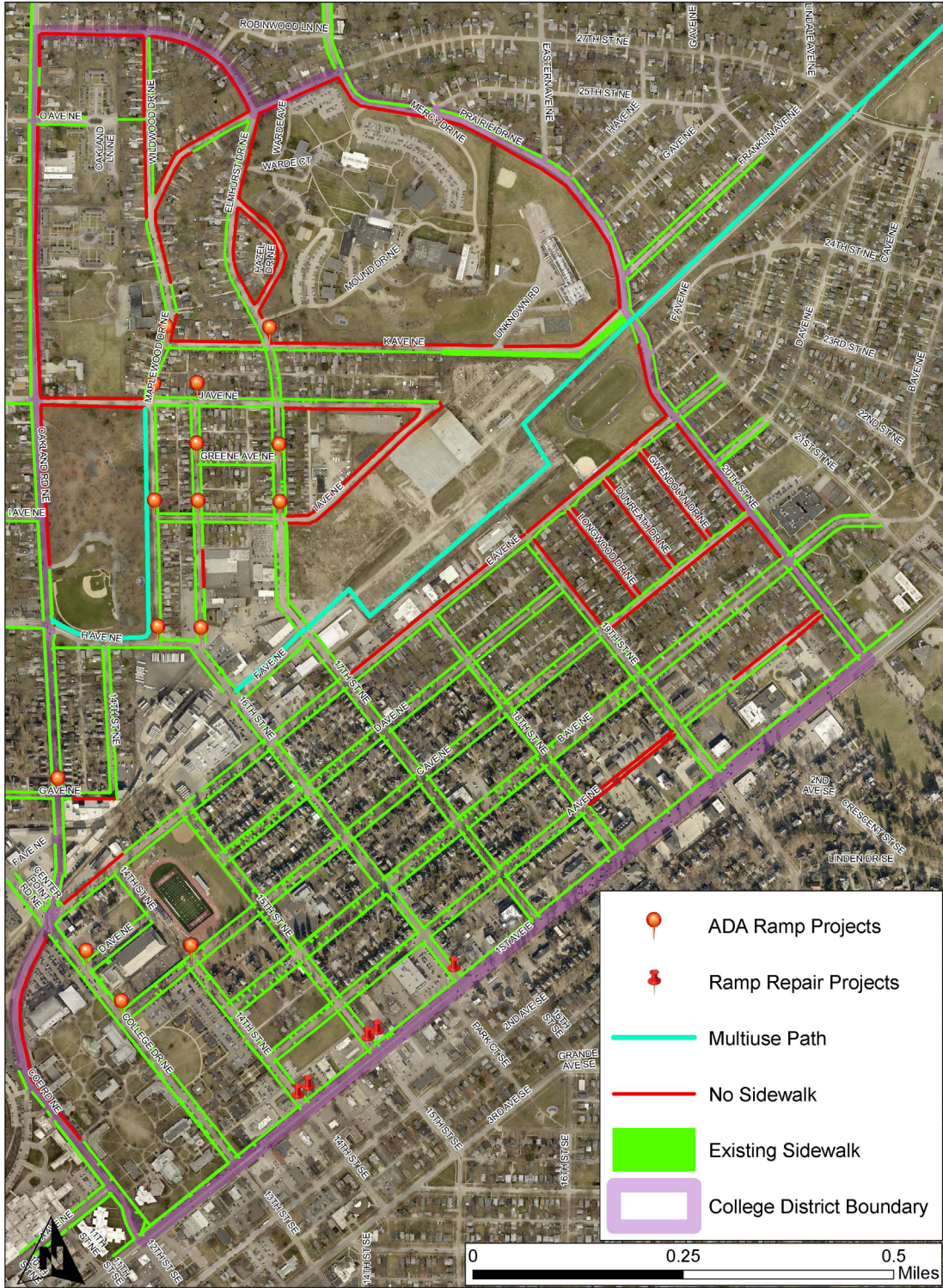
PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)



COLLEGE DISTRICT AREA ACTION PLAN



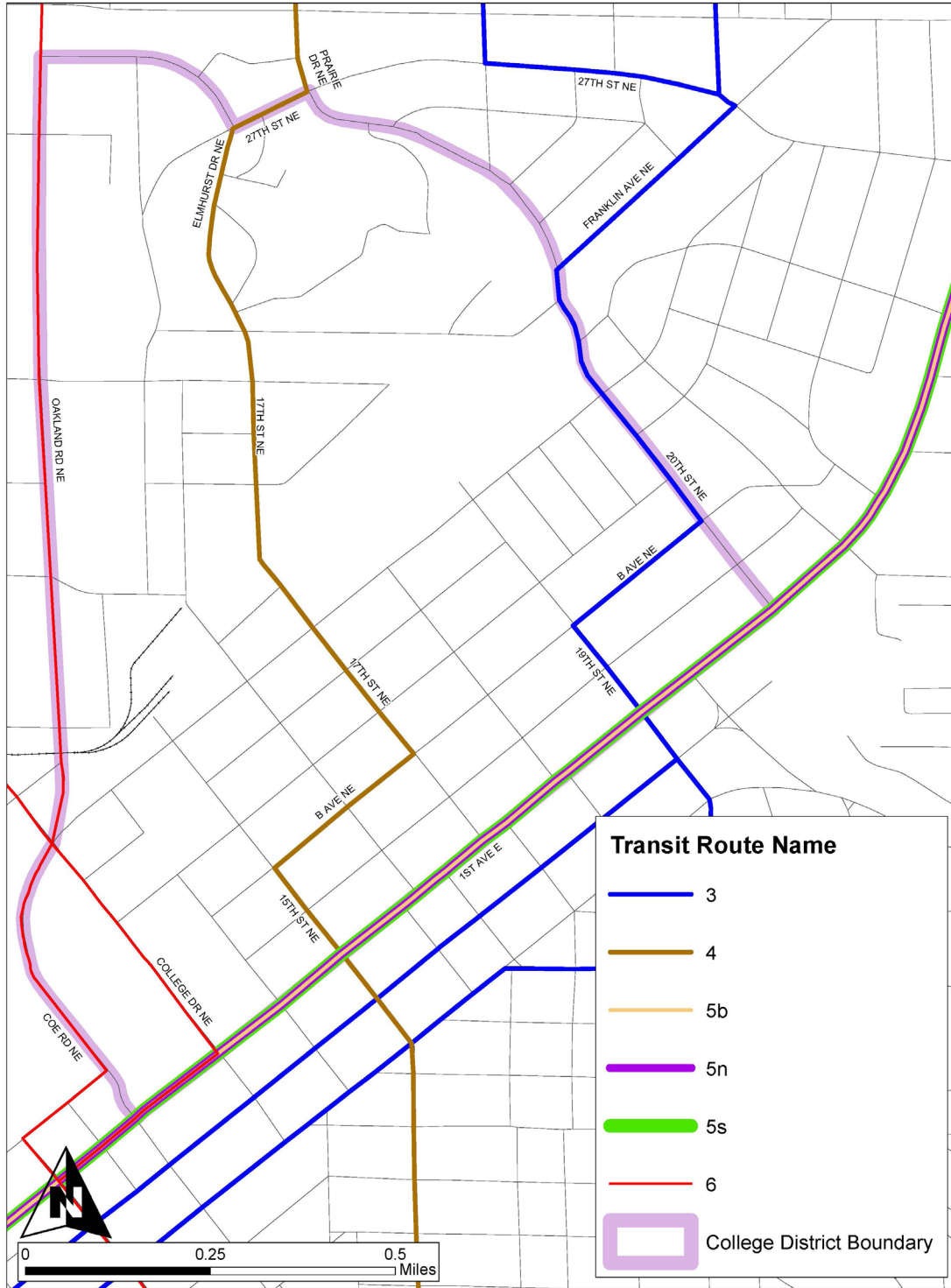
PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)



COLLEGE DISTRICT AREA ACTION PLAN



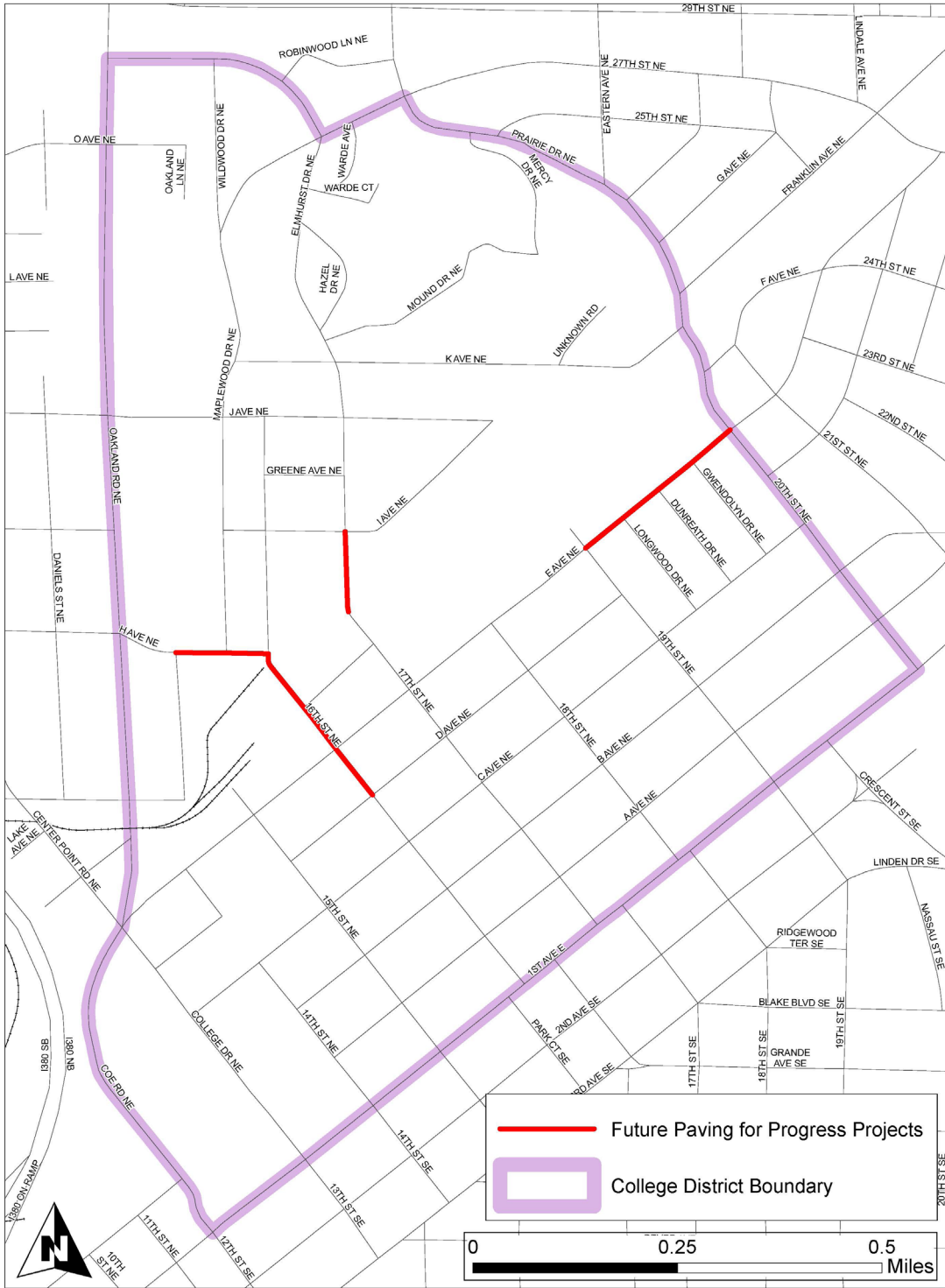
PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)



COLLEGE DISTRICT AREA ACTION PLAN



PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)





PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)

Conversion Timeline



- ONE WAY STREETS**
- 2017-2018 █
 - 2018-2019 █
 - 2019 and beyond █
 - Will remain one way █
- RAILROAD**
- Railroad crossing arms / gates:**
- 2nd Avenue, 4th Avenue, 5th Avenue: 2017 - 2018
 - 1st Avenue, 3rd Avenue: 2018 - 2019
- MEDICAL SERVICE**
- SCHOOL**

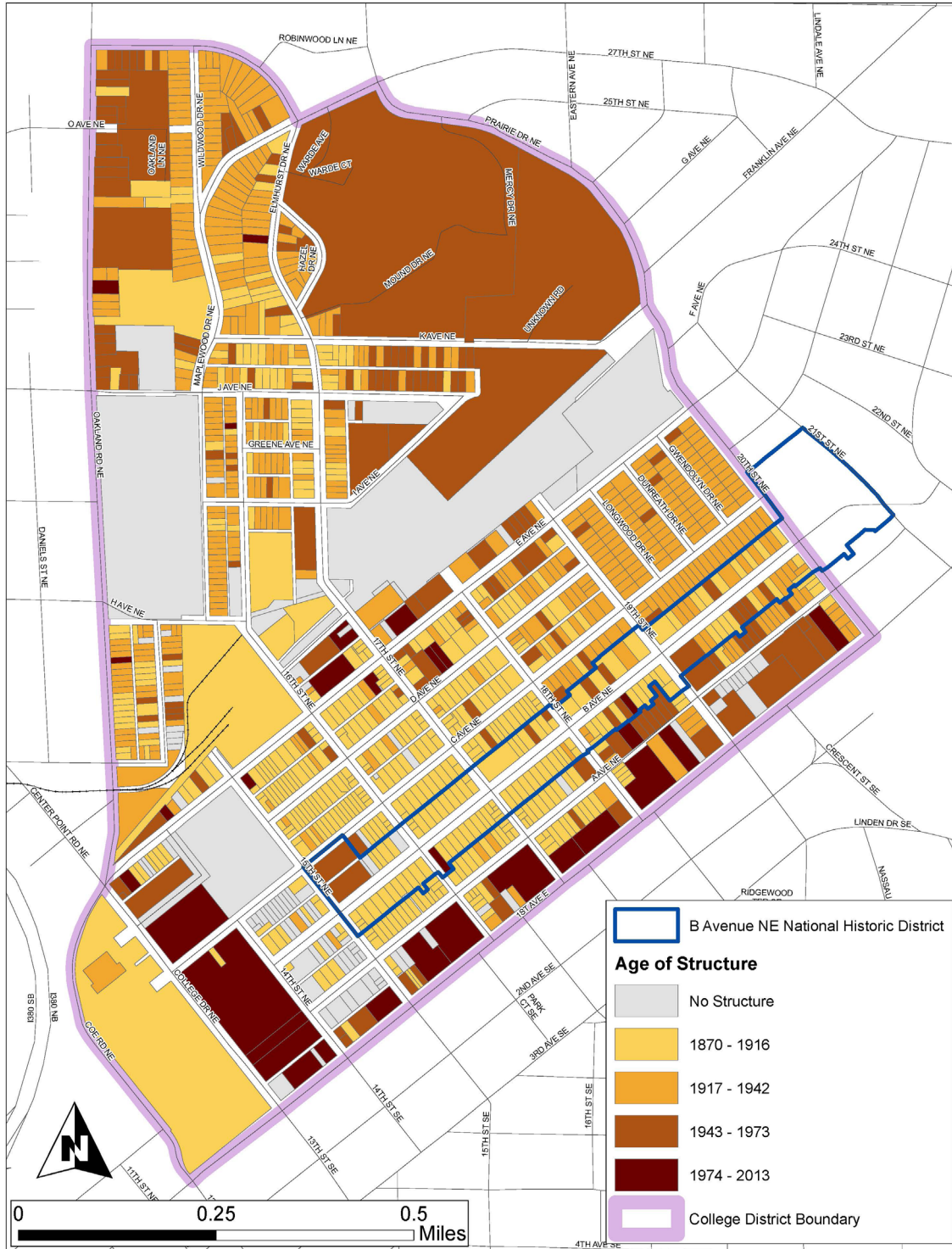
*Timelines updated June 2017



COLLEGE DISTRICT AREA ACTION PLAN



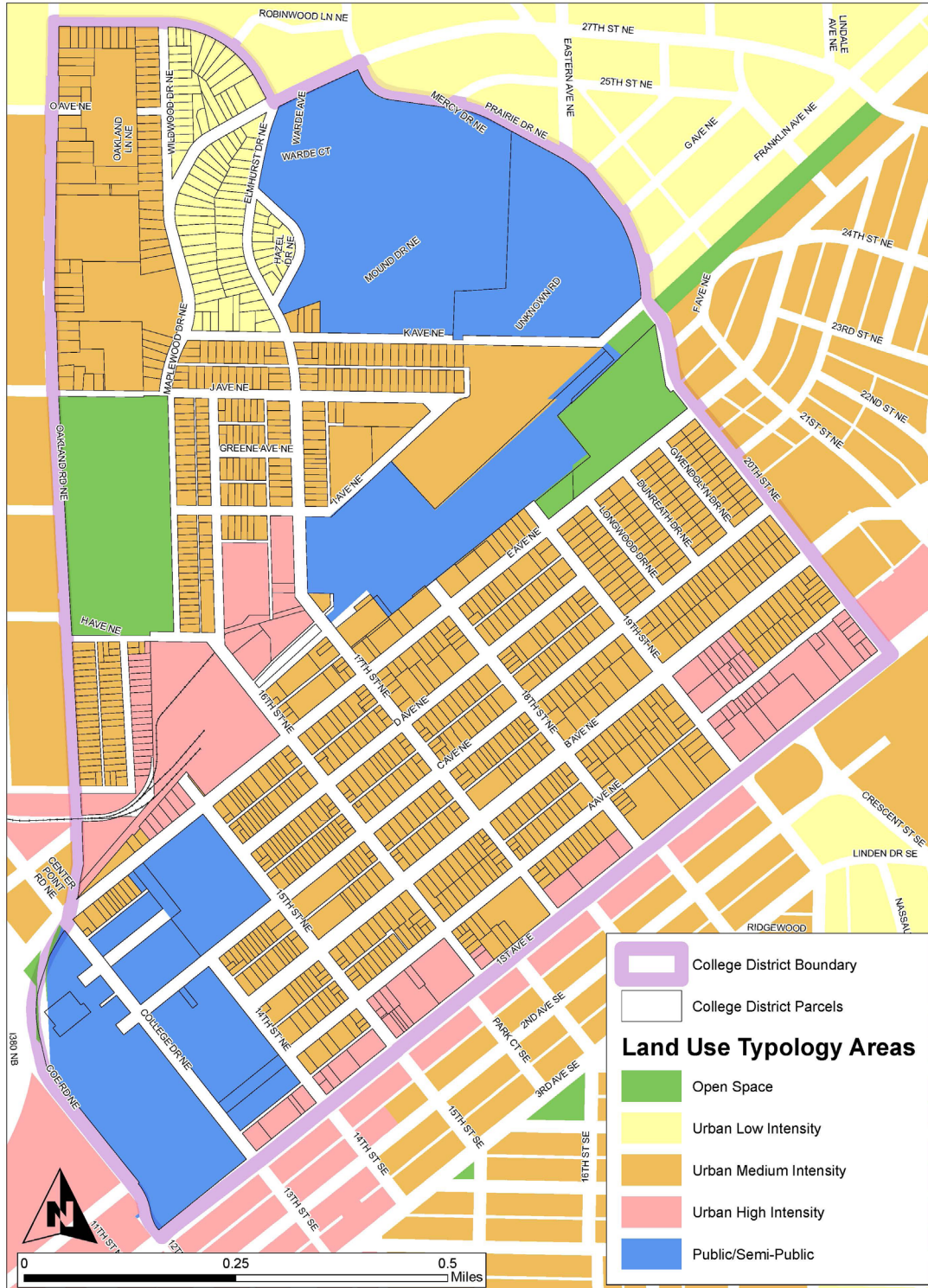
PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)



COLLEGE DISTRICT AREA ACTION PLAN



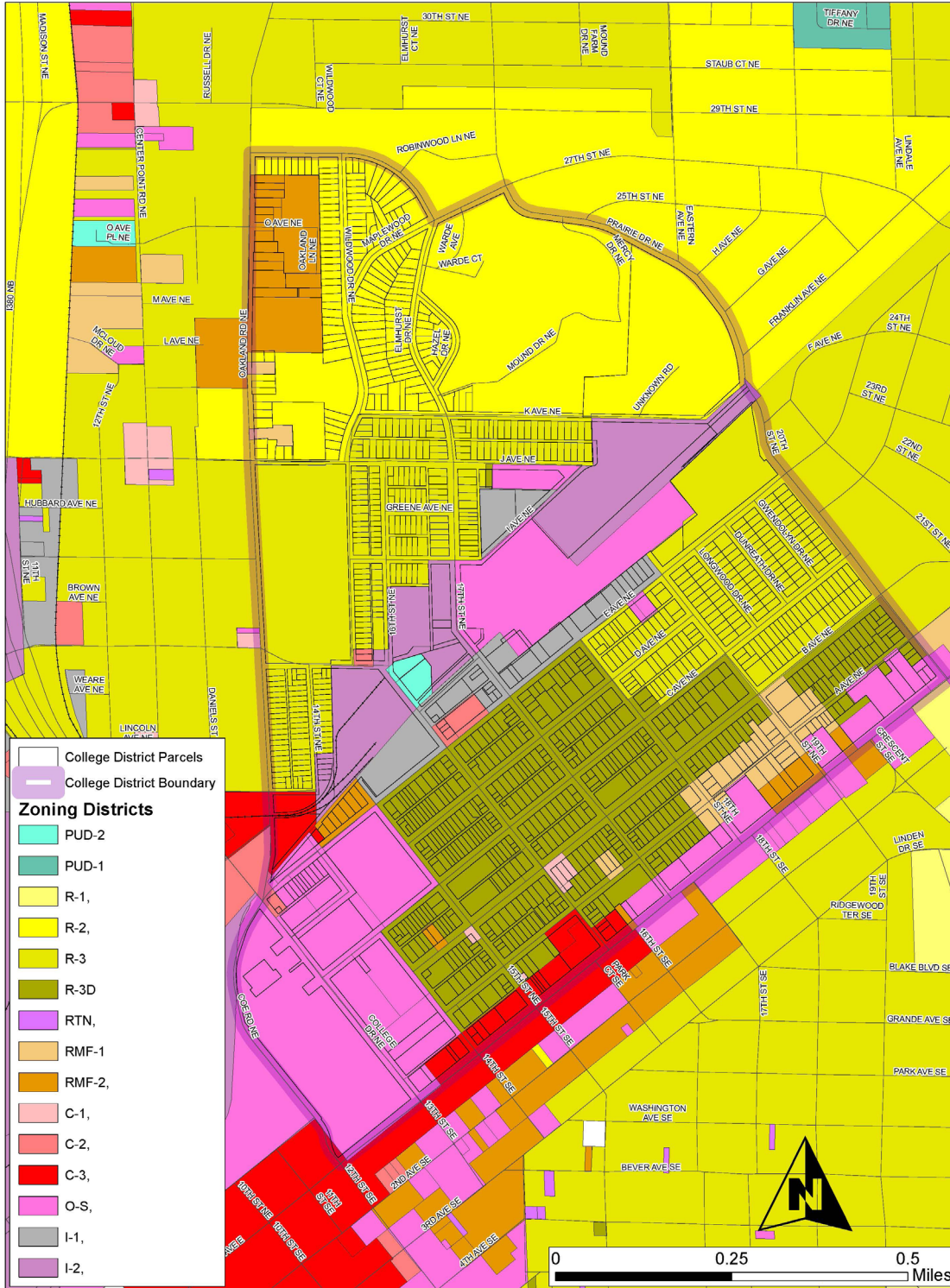
PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)



COLLEGE DISTRICT AREA ACTION PLAN



PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)



COLLEGE DISTRICT AREA ACTION PLAN



PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)



“Missing Middle” Housing

Description of Issue

Our community’s Comprehensive Plan, EnvisionCR, calls for the city’s housing stock to accommodate residents at all life stages, incomes, and preferences. This includes providing for “missing middle” housing. The “missing middle” refers to those housing types that are in between single-family homes and large-scale, multi-family developments and integrated into neighborhoods with a variety of housing types. Examples of “missing middle” housing include duplexes, townhomes, rowhouses, and bungalow courtyards. Data shows that achieving a diverse housing stock could be difficult to achieve under our current zoning code.

Here are the facts:

- Only 4% of the city is zoned for multi-family housing.
- Of the land that is vacant, very little (2.17%) is zoned for multi-family housing.
- Nearly 40% of the city is zoned for single-family housing.

This issue requires discussion for several reasons:

- Demand is growing for housing options other than single-family housing, primarily amongst millennials, young professionals, and empty nesters.
- The current amount of land zoned for multi-family housing (including townhomes, row homes, etc.) may not adequately meet the demand for this type of housing.
- Creating vibrancy and equity in our community requires a variety of housing options. This includes offering single-family, two-family, and multi-family housing options that are both for sale and for rent at a variety of price points and in a range of locations.
- Providing a variety of choices helps to attract and retain residents and contributes to overall community vitality and economic well-being.
- Neighborhoods that offer a variety of housing types, including single-family, “missing middle”, and others, is attractive to residents who desire to stay in the same neighborhood over time.



Relationship to EnvisionCR, the City’s Comprehensive Plan

- Guiding Principles**
 - Create a healthy and desirable place to live.
 - Strengthen the quality of Cedar Rapids’ neighborhoods. Create housing options for all.
- Goals**
 - **StrengthenCR Goal 3.** Adopt policies that create choices in housing types and prices throughout the city.
 - **StrengthenCR Goal 4.** Create a city that is affordable and accessible to all members of the community.



PUBLIC WORKSHOP DISPLAY BOARDS (CONTINUED)



Next Steps

August 2017

Publish results from Workshop

October 2017

1st Open House: Report on what we heard. Share draft goals and action steps, and collect feedback

Spring/Summer 2018

2nd Open House: Present final goals and action steps

Fall 2018

Plan adoption

COLLEGE DISTRICT AREA ACTION PLAN

OPEN HOUSE #1 DISPLAY BOARDS



Welcome

COLLEGE DISTRICT AREA ACTION PLAN OPEN HOUSE

What do we need from you?

Tonight we are asking for your feedback on draft goals and action steps that were developed based on public feedback. There are three stations for you to comment on:

- Draft Goals
- Draft Action Steps
- Land Use & Zoning

Last July, more than 100 residents, business owners, and other stakeholders attended a workshop and shared feedback on the strengths, weaknesses, and opportunities of the College District. This information was used to create the draft goals and action steps you see tonight.

What is an Area Action Plan?

An Area Action Plan focuses on connecting various planning efforts within a specific area including:

- Parks and Recreation
- Stormwater Management
- Pedestrians
- Trails

This long-range plan will identify specific action steps needed to address issues and make improvements.

COLLEGE DISTRICT AREA ACTION PLAN



COLLEGE DISTRICT AREA ACTION PLAN



OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Workshop Feedback-Present Condition



Present Condition:
This image represents the words Workshop participants used to describe the College District today. The larger the word or phrase indicates how often it was mentioned.



OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Workshop Feedback-Future Condition



Future Condition:
This image represents the words Workshop participants used to describe how they would like to describe the College District in the future. The larger the word or phrase indicates how often it was mentioned.

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Improved Cedar Lake Connection



DETAILS:

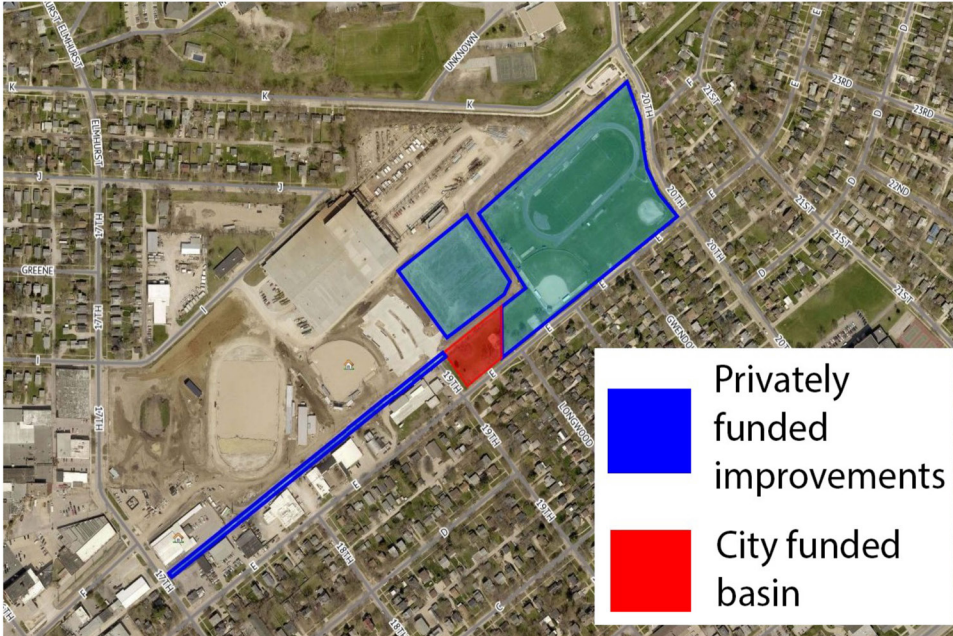
- 6 foot sidewalks on both sides
- Sidewalks extended all the way to Cedar Lake
- Bike lanes improved
- Subject to final railroad approval of crossing



OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Upcoming Stormwater Management Project



- DETAILS:**
- Partnership between Mt. Mercy University & the City.
 - Addition of 3.7 acre feet of stormwater storage.
 - Will mitigate flooding along E Avenue west of 19th Street NE

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Connectivity

#	Draft Goal
1	Improve pedestrian safety.
2	Enhance multimodal transportation connectivity.

Is Something Missing?

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Land Use

#	Draft Goal
1	Promote development and redevelopment while maintaining the historic nature and character of the area.
2	Enhance housing choice by encouraging a wide range of types at a variety of price points.
3	Improve stormwater management.

Is Something Missing?

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Character and Placemaking

#	Draft Goal
1	Enhance the sense of community and security.
2	Promote the history, culture, and amenities of the area.
3	Enhance the visual appeal.

Is Something Missing?



OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Streetscapes

#	Draft Goal
1	Improve visibility of the colleges and area amenities.
2	Improve the pedestrian experience.
3	Develop a cohesive streetscape aesthetic.

Is Something Missing?

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Connectivity

DRAFT GOALS:

- 1) Improve pedestrian safety.
- 2) Enhance multimodal transportation connectivity.

#	Draft Action Step	Most Important to You?
1	Perform analysis to identify locations to improve safety or for sidewalk infill as part of the update to the Pedestrian Master Plan.	
2	Initiate engineering analysis for vehicle, bicycle, pedestrian, and gateway improvements at the Coe Rd./Center Pt. Rd./College Dr./Oakland Rd./E Ave. intersection.	
3	Promote awareness and usage of the CR Transit system.	

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Land Use

DRAFT GOALS:

- 1) Promote development & redevelopment while maintaining the historic nature & character of the area.
- 2) Enhance housing choice by encouraging a wide range of types at a variety of price points.
- 3) Improve stormwater management.

#	Draft Action Step	Most Important to You?
1	Update zoning for 1st Avenue corridor through the study area to promote neighborhood friendly mixed-use development consistent with historic development patterns.	
2	Evaluate zoning for industrial and commercial areas at the heart of the study area.	
3	Promote walkability as part of the update to the zoning code.	
4	Implement zoning changes for locations identified for preservation, enhancement, and transformation by this plan.	
5	Create developer resource to share information on adopted plans and economic and demographic data of the area.	
6	Prioritize projects from the Stormwater Master Plan to mitigate the impacts of flash flooding.	

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Character and Placemaking

DRAFT GOALS:

- 1) Enhance the sense of community and security.
- 2) Promote the history, culture, and amenities of the area.
- 3) Enhance visual appeal.

#	Draft Action Step	Most Important to You?
1	Identify gaps in neighborhood activities and create additional programs to fill gaps.	
2	Increase Police patrols of areas of current concern.	
3	Include education and information about SAFE-CR and reporting criminal activity in the Mound View Neighborhood Association newsletter (paper and electronically).	
4	Develop a list of additional historical sites in the Mound View Neighborhood to include in the 'History Happened Here' program.	
5	Develop and promote marketing materials to share with college students and residents about the activities available at the schools and citywide.	
6	Develop and promote a property maintenance manual for homeowners, landlords, and renters.	
7	Analyze current city programs and expand, as necessary, to promote home repair.	

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Streetscapes

DRAFT GOALS:

- 1) Improve visibility of the colleges and area amenities.
- 2) Improve the pedestrian experience.
- 3) Develop a cohesive streetscape aesthetic.

#	Draft Action Step	Most Important to You?
1	Develop wayfinding signage to identify amenities within the area.	
2	Examine current street lighting for issues and potential improvements.	
3	Identify aesthetic streetscape improvements, including street lighting, as part of citywide efforts.	

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



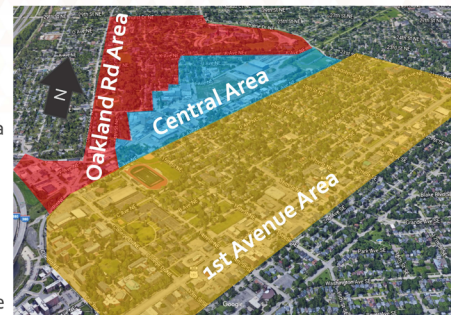
Land Use & Zoning

ABOUT THE LAND USE ELEMENT

The Land Use Element of the College District Area Action Plan will describe what activities (landuses) would ideally exist in the neighborhood as areas of the neighborhood evolve over time. The Land Use Boards describe eight different areas within the College District. Each area has its own character with unique buildings and activities which occur there.

INSTRUCTIONS

Take a survey sheet and rate each option presented in the eight areas from 1 to 5, with 1 being strongly dislike, 3 being neutral or no opinion, and 5 being strongly prefer. For each area, three options for future development are presented with a short description including Current or Anticipated Development Pattern and two possible alternatives. Please ask a staff member if you have any questions and feel free to leave additional comments on each board in the space provided.



HOW THIS INFORMATION IS USED

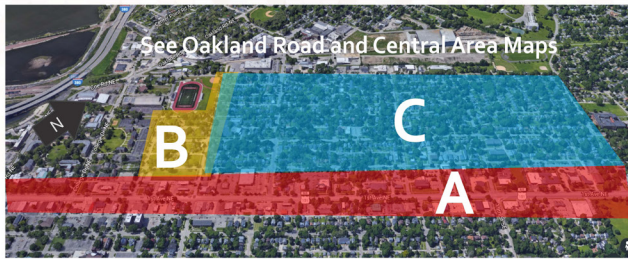
An Action Step within that plan will be for the City to explore rezoning property to enable development consistent with goals of the plan. Your input will play an important role in determining how these changes to zoning regulations impact the future of this area. The intent of the plan and the zoning code is not to remove existing uses, but to set a clear vision for redevelopment when current uses and structures have run their course and redevelopment occurs.

COLLEGE DISTRICT AREA ACTION PLAN

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



1ST AVENUE



B: TRANSITION AREA

15th Street provides a long term delineator between Coe College and the Mound View Neighborhood

<p>1. College Campus</p> <ul style="list-style-type: none"> Land west of 15th Street will be developed as a traditional college campus with dorms, academic buildings and other similar structures. Transition to residential neighborhood occurs across 15th Street. 	<p>2. Residential Buffer</p> <ul style="list-style-type: none"> New urban housing allowed west of 15th street. Properties fronting 15th Street act as a transition into existing residential neighborhood. 	<p>3. Mixed-Use Buffer</p> <ul style="list-style-type: none"> Allow Mixed use development west of 15th Street. Properties fronting 15th Street act as a transition to residential neighborhood.
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A: FIRST AVENUE CORRIDOR

The Uptown District is one link in a corridor that links downtown to the two regional shopping districts

<p>1. Current Trend</p> <ul style="list-style-type: none"> Mix of older traditional commercial buildings and newer, auto-oriented ones. Current zoning does not reinforce any particular character for development on the corridor. 	<p>2. Urban District</p> <ul style="list-style-type: none"> Uptown District as a destination. New development is mixed use and serves adjacent neighborhoods. Shared "park once" atmosphere. New buildings contribute to unified identity for corridor. 	<p>3. Auto Corridor</p> <ul style="list-style-type: none"> Uptown District as a service corridor for 1st Avenue travelers. Each site individually designed for proposed use, less focus on neighborhood design or pedestrian comfort. Automobile access a priority.
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C: NEIGHBORHOOD

Primarily residential neighborhood between 1st Avenue to the South and E Avenue to the North

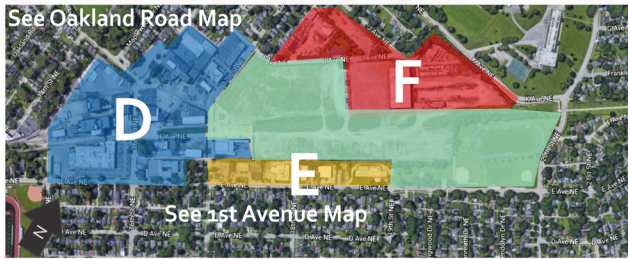
<p>1. Current Trend</p> <ul style="list-style-type: none"> Primarily single-unit homes with some multi-unit. Many homes, both single & multi-unit, do not conform to existing zoning, which slows reinvestment. 	<p>2. Preservation</p> <ul style="list-style-type: none"> Preserve existing character of primarily single-unit homes with occasional two-unit and multi-unit. New structures must be of similar size and scale to existing homes. Fix zoning barriers to preservation. 	<p>3. Development</p> <ul style="list-style-type: none"> Neighborhood character evolves as re-development occurs. Higher intensity housing including row homes and multi-unit structures would be generally permitted. Business development permitted.
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COLLEGE DISTRICT AREA ACTION PLAN

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



CENTRAL AREA



E: E AVENUE CORRIDOR

Light industrial and service businesses north of E Avenue NE backing up to the Plaster Athletic Complex

1. Current Trend



- Aging industrial buildings back up to CEMAR trail and athletic complex.
- Residential and commercial uses not permitted.

2. Urban Residential



- Focus on residential, transition away from other uses.
- Examples include row homes & medium scale apartment buildings.
- New homes utilize the CEMAR trail and parks as an amenity.

3. Urban Mixed-Use



- Allow mixed use on the northwest side of E Avenue along the CEMAR trail.
- Residential buildings like row homes would also be permitted, along with commercial-only buildings.

D: NEIGHBORHOOD CORE

A mix of stable and vacant industrial uses exist alongside neighborhood bars and restaurants.

1. Current Trend



- Mix of Commercial and Industrial Zoning, residential generally not permitted.
- New business development limited by zoning and lack of homes.

2. Creative District



- Encourage adaptive re-use of industrial buildings including larger ones like Terex.
- Allow flexible range of uses from homes to commercial in addition to light industrial.

3. Mixed-Use Core



- Encourage redevelopment of non-historic sites with new structures.
- Emphasize new mixed use buildings near CEMAR trail and 16th Street.
- Medium density housing used to provide buffer with adjacent neighborhoods.

F: INDUSTRIAL

Tucked behind the Plaster Athletic Complex, legacy industrial provide an opportunity for future change

1. Current Trend



- Industrial use dominate area.
- Street network makes area lower visibility than the Neighborhood Core.

2. Neighborhood



- Continue street pattern from adjacent neighborhood.
- Focus on replacing industrial uses with residential development when appropriate.

3. Campus Link



- Allow higher density residential overlooking the CEMAR trail and Plaster athletic complex.
- Allow development of institutional buildings and limited businesses linking to Mt. Mercy University.

COLLEGE DISTRICT AREA ACTION PLAN

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



OAKLAND ROAD



G: CROSSROADS AREA

At the intersection of several important streets sits a mix of industrial and retail uses

1. Current Trend	2. Enhance	3. Transform
<ul style="list-style-type: none"> Mix of uses include retail, local bars, and light industrial uses. Not pedestrian friendly. Difficult to navigate for cars. 	<ul style="list-style-type: none"> Focus on enhancing pedestrian and auto connections to campus and the adjacent neighborhood including reconstruction of five points intersection. Allow a variety of uses to come into the neighborhood in addition to existing. 	<ul style="list-style-type: none"> Higher focus on urban design, use reconstruction of five points intersection to plan for urban redevelopment. Focus on mixed-use redevelopment with housing and creating a gateway into the neighborhood.

H: NEIGHBORHOOD

Primarily residential neighborhood between Oakland Road and former industrial sites to the southeast

1. Current Trend	2. Preservation	3. Development
<ul style="list-style-type: none"> Primarily single-unit homes with some multi-unit. Many homes, both single & multi-unit, do not conform to existing zoning, which slows reinvestment. 	<ul style="list-style-type: none"> Preserve existing character of primarily single-unit homes with occasional two-unit and multi-unit. New structures must be of similar size and scale to existing homes. Fix zoning barriers to preservation. 	<ul style="list-style-type: none"> Neighborhood character evolves as redevelopment occurs. Higher intensity housing including row homes and multi-unit structures would be generally permitted. Business development permitted.

OPEN HOUSE #1 DISPLAY BOARDS (CONTINUED)



Project Timeline

July 2017

Public Workshop to gather feedback on the area.

August 2017

Post Public Workshop feedback online.

We are here.

November 2017

Open House #1 to gather feedback on draft goals and action steps.

January 2018

Post results from Open House #1 online.

Spring/Summer 2018

Open House #2 to present final goals and action steps.

Spring/Summer 2018

Post results from Open House #2 online.

Fall 2018

Plan adoption.

COLLEGE DISTRICT AREA ACTION PLAN

OPEN HOUSE #2 DISPLAY BOARDS



Welcome

COLLEGE DISTRICT AREA ACTION PLAN OPEN HOUSE

What do we need from you?

Tonight we are asking for your feedback on the final draft goals, action steps, and zoning that were developed based on public feedback and shared at the November Open House. There are three stations for you to review:

- **Results** from the July Workshop and November Open House
- **Proposed zoning** for the College District
- Final draft **Action Steps** with responsible parties

What has happened so far?

In July of 2017, more than 100 residents, business owners, and other stakeholders attended a workshop and shared feedback on the strengths, weaknesses, and opportunities of the College District.

In November of 2017, over 60 residents shared which proposed action steps were the most important to them and provided direction on the recommended zoning for the area.

What is an Area Action Plan?

An Area Action Plan focuses on connecting various planning efforts within a specific area including:

- Parks and Recreation
- Stormwater Management
- Pedestrians
- Trails

This plan will identify specific action steps needed to address issues and make improvements.

COLLEGE DISTRICT AREA ACTION PLAN

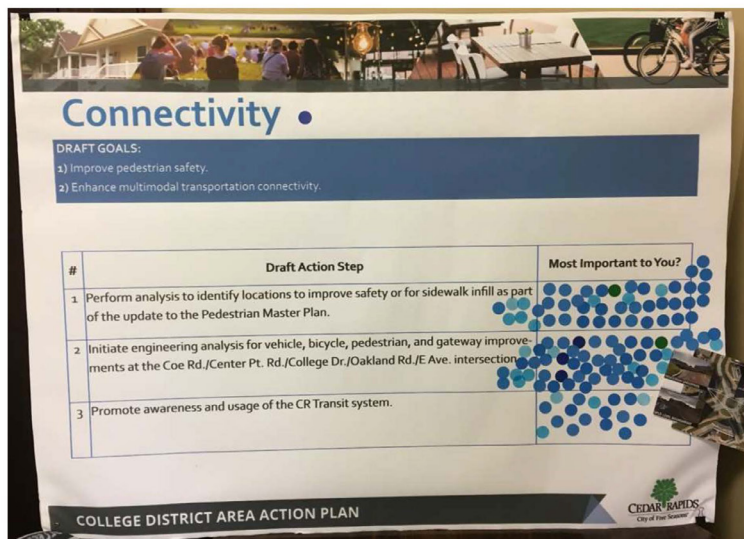


OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Draft Action Steps Importance

Connectivity Draft Action Step	Votes
Promote awareness and usage of the CR Transit system.	68
Perform analysis to identify locations to improve safety or for sidewalk infill as part of the update to the Pedestrian Master Plan.	45
Initiate engineering analysis for vehicle, bicycle, pedestrian, and gateway improvements at the Coe Rd./Center Pt. Rd./College Dr./Oakland Rd./E Ave. intersection.	32

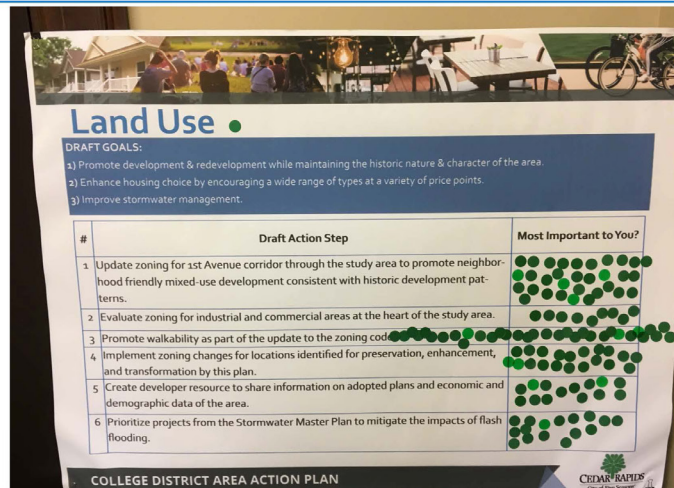


OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Draft Action Steps Importance

Land Use Draft Action Step	Votes
Promote walkability as part of the update to the zoning code.	33
Update zoning for 1st Avenue corridor through the study area to promote neighborhood friendly mixed-use development consistent with historic development patterns.	31
Implement zoning changes for locations identified for preservation, enhancement, and transformation by this plan.	20
Prioritize projects from the Stormwater Master Plan to mitigate the impacts of flash flooding.	16
Create developer resource to share information on adopted plans and economic and demographic data of the area.	14
Evaluate zoning for industrial and commercial areas at the heart of the study area.	9

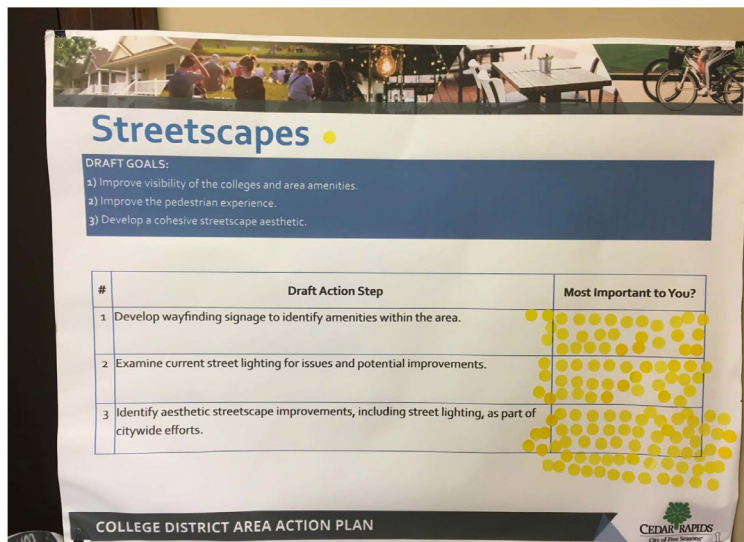


OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Draft Action Steps Importance

Streetscapes Draft Action Step	Votes
Identify aesthetic streetscape improvements, including street lighting, as part of citywide efforts.	68
Examine current street lighting for issues and potential improvements.	32
Develop wayfinding signage to identify amenities within the area.	30

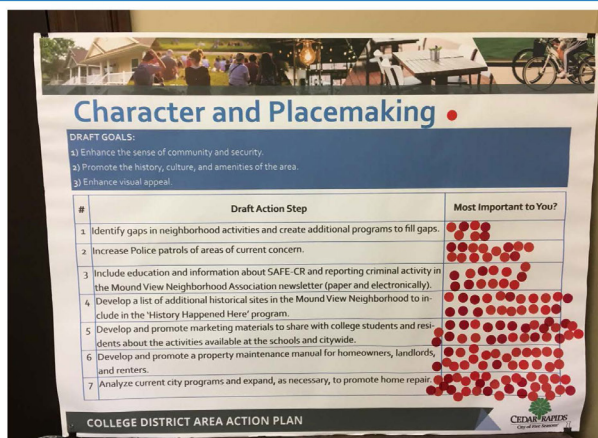


OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Draft Action Steps Importance

Character and Placemaking Draft Action Step	Votes
Analyze current city programs and expand, as necessary, to promote home repair.	32
Develop and promote marketing materials to share with college students and residents about the activities available at the schools and citywide.	27
Develop and promote a property maintenance manual for homeowners, landlords, and renters.	23
Develop a list of additional historical sites in the Mound View Neighborhood to include in the 'History Happened Here' program.	21
Increase Police patrols of areas of concern.	14
Include education and information about SAFE-CR and reporting criminal activity in the Mound View Neighborhood Association newsletter (paper and electronically).	13
Identify gaps in neighborhood activities and create additional programs to fill gaps.	7



OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Land Use

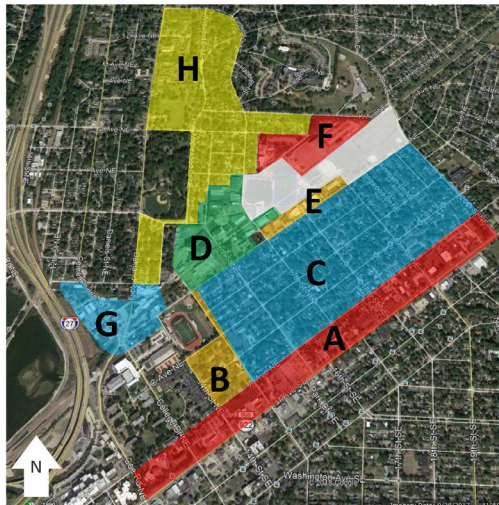
RESULTS FROM PARTICIPANT EXERCISE

What took place?

Participants at the November 14th, 2017 Open House were asked to participate in an exercise to share their preference for how the area should develop related to the types of buildings allowed and activities they contain.

42 people participated and their feedback is summarized on the following 8 boards. This information will be used to form land use recommendations in the plan and to guide the development of the City's new zoning code.

The intent of the plan and the new zoning code is not to remove existing uses but to set a clear vision for redevelopment when current uses and structures have run their course and redevelopment occurs.






OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



First Avenue Corridor



14% Liked	86% Liked	14% Liked
Current Trend  <ul style="list-style-type: none"> Mix of older traditional commercial buildings and newer, auto-oriented ones. Current zoning does not reinforce any particular character for development on the corridor. 	Urban District  <ul style="list-style-type: none"> Uptown District as a destination New development is mixed use and serves adjacent neighborhoods Shared "park once" atmosphere New buildings contribute to unified identity for corridor 	Auto Corridor  <ul style="list-style-type: none"> Uptown District as a service corridor for 1st Avenue travelers. Each site individually designed for proposed use, less focus on neighborhood design or pedestrian comfort. Automobile access a priority
72% Disliked	3% Disliked	64% Disliked

What this tells us:

Responses showed a very clear preference for the "Urban District" concept for 1st Avenue. This scenario was the highest rated out of 24 presented. The feedback tells us that the zoning along this corridor needs to be updated to ensure that redevelopment is walkable and serves residents of the Mound View and Wellington Heights Neighborhoods.

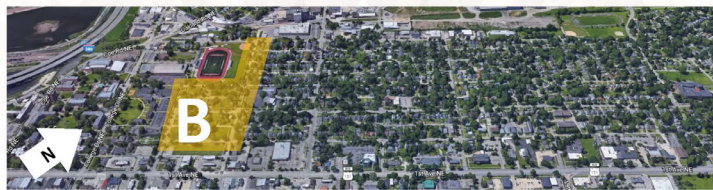
1st Avenue will remain an important auto corridor and new auto-oriented businesses would not be prohibited. Drive-thru and other auto-oriented features should rely on alley access with limited curb cuts. Buildings should be placed near the sidewalk to promote a more urban feel.

These results suggest that form-based zoning should be considered along 1st Avenue, which will encourage urban development. Form-based zoning deemphasizes the classic separation of uses and instead focuses on the scale and form of new buildings.

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Campus Transition Area



63% Liked

57% Liked

71% Liked

College Campus	Residential Buffer	Mixed-Use Buffer
 <ul style="list-style-type: none"> Land west of 15th Street will be developed as a traditional college campus with dorms, academic buildings and other similar structures. Transition to residential neighborhood occurs across 15th Street 	 <ul style="list-style-type: none"> New urban housing allowed west of 15th street Properties fronting 15th Street act as a transition into existing residential neighborhood. 	 <ul style="list-style-type: none"> Allow Mixed use development west of 15th Street Properties fronting 15th Street act as a transition to residential neighborhood
17% Disliked	6% Disliked	3% Disliked

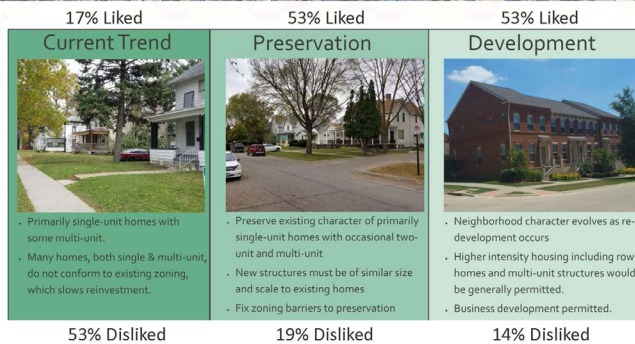
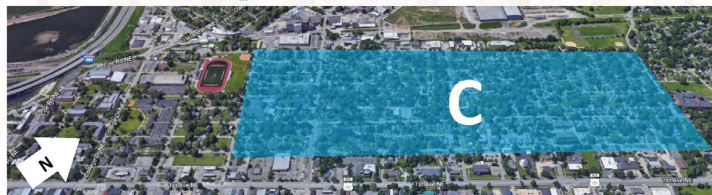
What this tells us:

The results indicate that the community is generally satisfied with a variety of outcomes for this property. It is assumed that the area will develop as part of the Coe College campus, but other outcomes, including the development of housing and mixed-use development along 15th Street would be supported by the plan.

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Neighborhood



What this tells us:

With this question there was an even split in preference between Preservation and Development.

The responses do not have to be mutually exclusive. Zoning in this area should largely react to existing conditions. New Traditional Residential zone districts should eliminate non-conformities with existing homes and ensure any new or remodeled structures are of comparable size and scale to single-family homes.




The plan document should support the idea of redevelopment within the neighborhood. Individual projects which differ somewhat from existing development may apply for a rezoning and be considered on a case-by-case basis. The rezoning process, along with the creation of more traditionally focused residential districts, can be used to ensure new development is diverse, but still of a scale similar to existing homes.

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Neighborhood Core



15% Liked	85% Liked	74% Liked
Current Trend  <ul style="list-style-type: none"> Mix of Commercial and Industrial Zoning, residential generally not permitted. New business development limited by zoning and lack of homes 	Creative District  <ul style="list-style-type: none"> Encourage adaptive re-use of industrial buildings including larger ones like Terex Allow flexible range of uses from homes to commercial in addition to light industrial. 	Mixed-Use Core  <ul style="list-style-type: none"> Encourage redevelopment of older sites with new structures Mixed use buildings near CEMAR trail and 16th Street Medium density housing provides buffer to adjacent neighborhoods
67% Disliked	6% Disliked	3% Disliked

What this tells us:

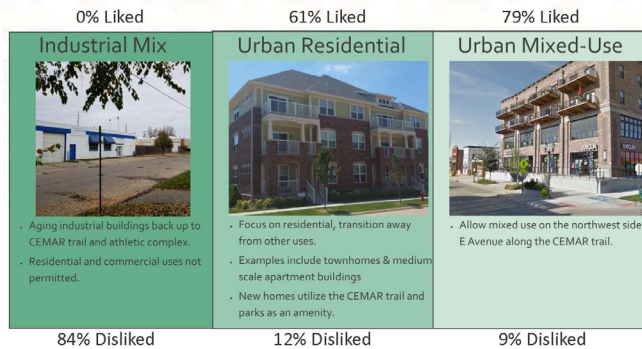
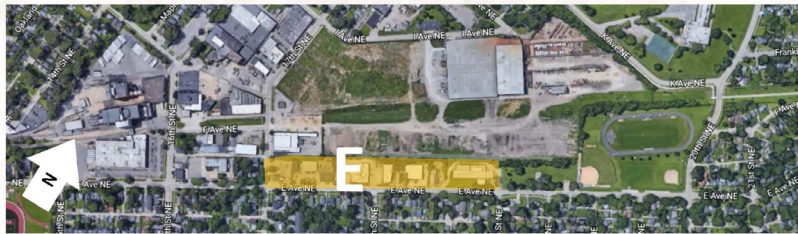
Responses showed a very strong preference for change in the “Neighborhood Core”, with a shift towards being a mixed-use hub of activity. The redevelopment of the Terex site and continued improvements to the CEMAR trail will make the Mound View Neighborhood more of a crossroads and a destination in coming years.

This portion of the neighborhood offers a number of opportunities for the type of imaginative reuse of existing structures described in the “Creative District” concept, along with new construction along the lines of a “Mixed-Use Core”. Both of these concepts would be served by the implementation of form-based zoning.

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



E Avenue Corridor



What this tells us:

There was an obvious preference for urban redevelopment of E Avenue with 0% of respondents indicating they liked the existing development along E Avenue. The location of the corridor, with new development backing up to the Plaster Athletics Complex and the CEMAR Trail, makes it an inviting location for new mixed-use development (housing and commercial).

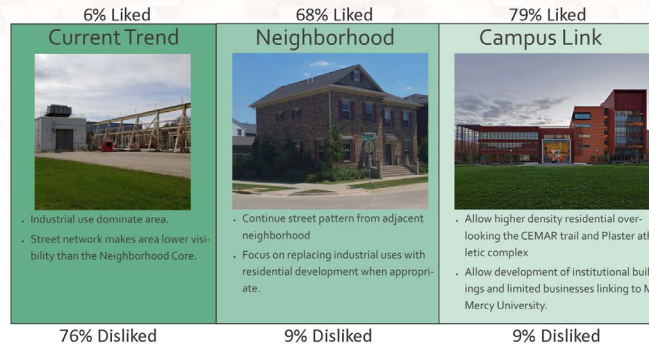
The question for this area in particular was whether or not mixed use development with commercial would make sense here, or if the neighborhood felt this was not an appropriate location for more active uses. The responses indicate this type of development would be favored.

COLLEGE DISTRICT AREA ACTION PLAN

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Industrial Area



What this tells us:

Like Area B: Campus Transition, this is an area with a number of options for future redevelopment. The results from the open house showed a very clear preference for a transition away from Industrial uses. Similar levels of support existed for the two options presented. Based on feedback, the final plan document should indicate that either option is acceptable.

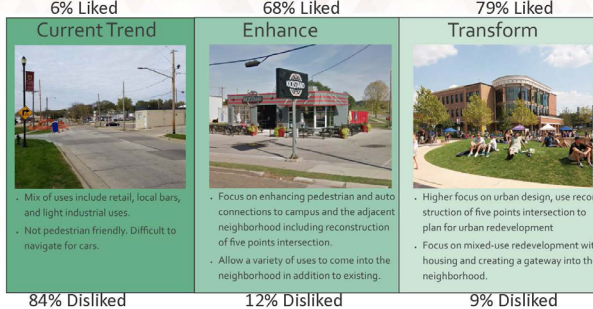
“Neighborhood” development would continue the existing grid street network over the site. “Campus Link” development would allow larger institutional or mixed-use buildings to be developed between the core Mount Mercy Campus and the athletic complex. It is likely that a mix will occur over time. Higher density housing with a view over the Plaster Athletic Complex and down into the “Neighborhood Core” could be provided along I Avenue NE.

Either way, the eventual redevelopment of this area should provide for additional street and pedestrian connections between I Avenue to the southwest, K Avenue to the north, and the CEMAR Trail to the southeast.

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Crossroads Area



What this tells us:

The results for the “Crossroads Areas” show a clear preference for change and an open mind to different options. Options showing revitalization using existing structures and infill development with new structures both scored fairly high.

Land use for this area should allow for a mix of urban, walkable development. Form-based zoning should be considered, allowing for appropriately scaled urban buildings with a variety of uses.

Land use should follow decisions on transportation. Issues with road connectivity, prohibited turning movements, and one-way streets create barriers to growth. An opportunity exists to redesign the convergence of 5 streets at one location to encourage productive redevelopment, and to correct barriers to access to vehicles and pedestrians from the Coe Campus and elsewhere in the district.

Decisions about how to reconfigure the five-points intersection of Center Point Rd., Coe Rd., College Dr., Oakland Ave., and E Ave. will drive opportunities for development.

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)






Oakland Road Neighborhood



21% Liked

65% Liked

59% Liked

Current Trend	Preservation	Development
 <ul style="list-style-type: none"> Primarily single-unit homes with some multi-unit. Many homes, both single & multi-unit, do not conform to existing zoning, which slows reinvestment. 	 <ul style="list-style-type: none"> Preserve existing character of primarily single-unit homes with occasional two-unit and multi-unit New structures must be of similar size and scale to existing homes Fix zoning barriers to preservation 	 <ul style="list-style-type: none"> Neighborhood character evolves as redevelopment occurs Higher intensity housing including row homes and multi-unit structures would be generally permitted. Business development permitted.
36% Disliked	6% Disliked	18% Disliked

What this tells us:

The results for this were very similar to Area C: Neighborhood, along the southeast portion of the district. Again, there was a fairly even split in preference between Preservation and Development.

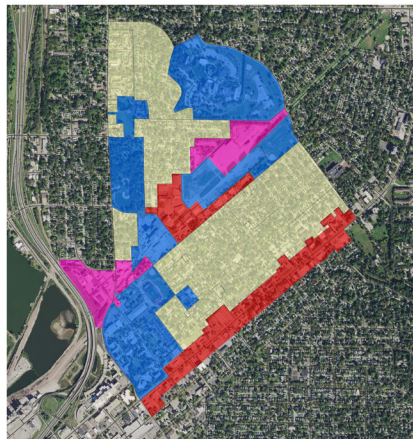
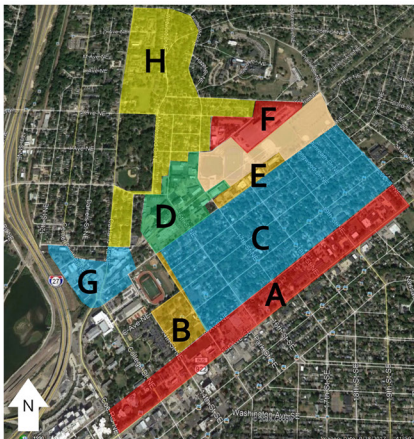
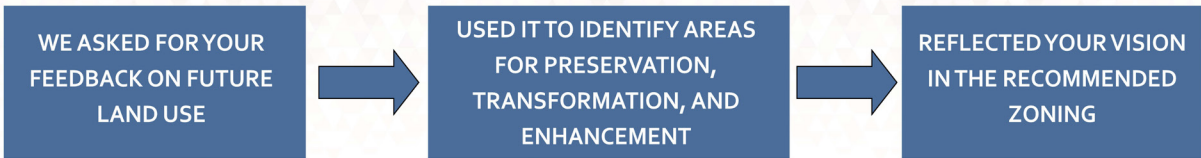
The future land use in this area, along with the zoning code, should reinforce existing development patterns and eliminate any disincentives to reinvestment. As with the other area, the plan document should support the idea of redevelopment within the neighborhood. Individual projects which differ somewhat from existing development may apply for a rezoning and be considered on a case-by-case basis. The rezoning process, along with the creation of more traditionally focused residential districts, can be used to ensure new development is diverse, but still of a scale similar to existing homes.

COLLEGE DISTRICT AREA ACTION PLAN

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Results of Your Feedback



COLLEGE DISTRICT AREA ACTION PLAN

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Land Use

THIS MAP SHOWS AN OVERVIEW OF THE LAND USE PLAN FOR THE COLLEGE DISTRICT STUDY AREA. NEIGHBORHOOD INSTITUTIONS AND PUBLIC SPACE PLAY A KEY ROLE IN THE COLLEGE DISTRICT. PRESERVATION, TRANSFORMATION, OR FUTURE DEVELOPMENT IDENTIFY HOW THE AREA WILL BE TRANSFORMED UNDER THE CITY'S NEW ZONING CODE.



Neighborhood Institutions and Public Space

Coe College, Mt. Mercy University, parks, schools, and major employers which anchor the neighborhood. These institutions may continue to evolve over time.



Preservation

Residential neighborhoods including a mix of single and multi-unit homes. The new zoning code will preserve areas currently zoned for single family and allow a mix of housing in areas currently zoned multifamily while maintaining compatible, smaller structure sizes.



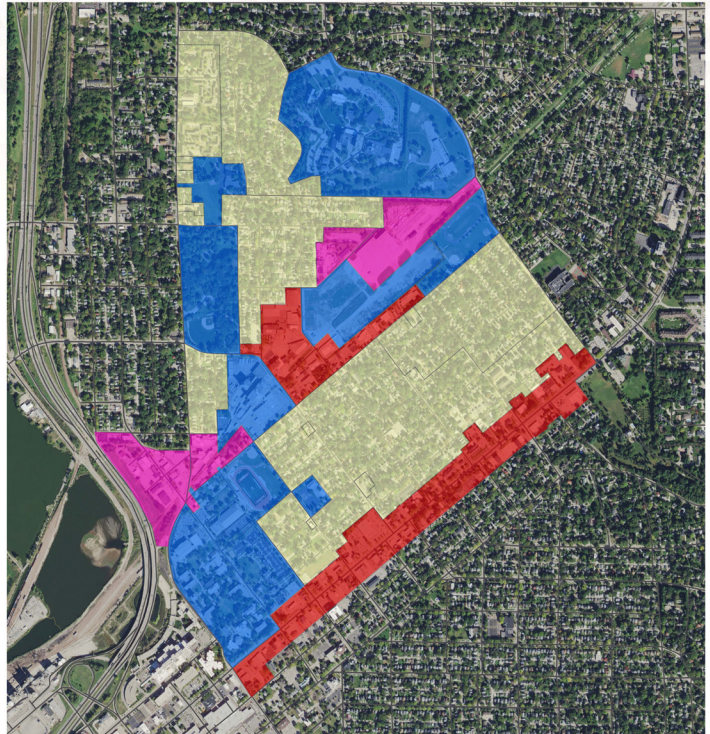
Urban Transformation

The 1st Avenue Corridor and underused industrial/mixed-use at the core of the study area are recommended for Urban Form Zoning under the new code. A board explaining Urban Form Zoning is included in this open house.



Future Development

The industrial land to the north of the study area and the commercial/mixed use area on the north side of Coe College could see more substantial change in the future.



COLLEGE DISTRICT AREA ACTION PLAN



COLLEGE DISTRICT AREA ACTION PLAN

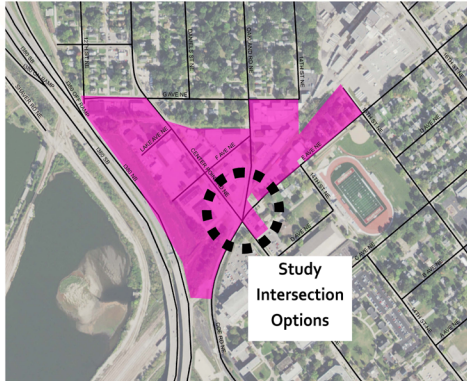
OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Future Development

THE TWO AREAS MARKED AS "FUTURE DEVELOPMENT" ON THE LAND USE BOARD HAVE POTENTIAL FOR MORE TRANSFORMATIVE REDEVELOPMENT IN COMING YEARS. IN THE NEAR TERM, THE ZONING CODE WILL ALLOW FOR ENHANCEMENTS. LONG TERM, NEW ZONING MAY BE APPROPRIATE TO ACCOMMODATE LARGER CHANGE.

"FIVE POINTS" INTERSECTION



NEAR-TERM PLANNING

The industrial sub-area between the Mount Mercy Campus and athletic complex could develop in a number of ways. In the near-term, no change of existing uses is anticipated, and the zoning code will allow existing industrial uses to continue.

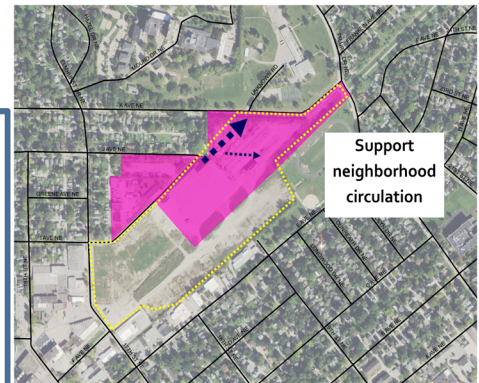
Responses from the November 2017 Open House supported both of the alternatives presented. One option would see neighborhood expansion, with a variety of housing types adding new homes to the district. The second option would see institutional development, either an expansion of Mount Mercy or a compatible new institutional anchor.

Today, the lack of any street or sidewalk connection off of K Avenue between 17th Street/Elmhurst Dr NE and 20th St/Prairie Drive NE creates a nearly 1/2 mile barrier to north/south connectivity.

LONG-TERM CONSIDERATIONS

As part of any future redevelopment, vehicular and pedestrian connections should be explored including a complete street connection between I Ave and K Ave NE. By ensuring adequate connectivity a loop pedestrian path could be created (see yellow dotted line below) that could be used by residents.

Neighborhood expansion should mimic the existing neighborhood, with well connected streets and blocks. Alternatively, institutional development may require fewer streets, but should provide for connectivity throughout the neighborhood. New buildings should be oriented towards the street or public spaces such as the trail, helping add to the overall character of the neighborhood.



NEAR-TERM PLANNING

This sub-area is a potential gateway district into Coe College and the MedQuarter. In the near-term, the City should study options for intersection improvements to help make this a reality.

The existing intersection of Coe Rd, College Dr, Oakland Rd, Center Point Rd and E Ave NE restricts turning movements for vehicles, making it difficult to navigate. The lack of adequate sidewalk connections makes this area not pedestrian friendly. The connectivity issues affect the ability of nearby residents (both students and permanent residents) to utilize this area as a neighborhood center. Development of a signature intersection could also show the City's commitment to the area and help attract new investment.

LONG-TERM CONSIDERATIONS

Upon completion of a plan for the intersection, the City should evaluate applying Urban Form Zoning in this area. This would allow for a mix of housing, commercial, and perhaps institutional uses to develop around the intersection and help build upon redevelopment which will occur elsewhere in the College District. The intersection improvement plan is a necessary first step to allow the city to plan for the location of new buildings under the Urban Form Zoning.

Future improvements should ensure all users have access to and from the MedQuarter, 1st Avenue Businesses, the two colleges, and the core of the neighborhood.

INDUSTRIAL AREA

COLLEGE DISTRICT AREA ACTION PLAN



COLLEGE DISTRICT AREA ACTION PLAN

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Proposed Zoning

THE PROPOSED ZONING FOR THE COLLEGE DISTRICT AS PART OF THE REZONE CEDAR RAPIDS PROCESS. THIS DRAFT MAP WILL BE THE BASIS FOR NEW ZONING FOR THE DISTRICT ANTICIPATED TO BE ADOPTED THIS YEAR.

- FORM** Urban Form Zoning | Recommended for mixed use urban development. See next board for more information.
- P-IN** Public and Institutional | Intended for public facilities and large private institutions with a unique character.
- P-PO** Parks and Public Open Space | Intended to designate areas of the community reserved for recreation, open space, and preservation of natural resources.
- T-R1** Traditional Residential Single Unit | Intended to preserve the character of existing single-unit neighborhood development. New homes will be built in similar size and scale as existing homes.
- T-RF** Traditional Residential Flex | Allows for single-unit and small multi-unit development. This district is intended to replace existing more 'suburban' duplex or multi-family zoning. In T-RF building size is limited to prevent large scale development.
- T-RH** Traditional Residential High | Allows for higher density and large multi-unit housing.
- T-MC** Traditional Mixed Use Center | Intended to provide a blend of neighborhood-scale services and amenities along with residential development. Building footprint is limited to prevent development out of scale with the neighborhood.
- T-ML** Traditional Mixed Use Limited | Similar to T-MC, the Mixed Use Limited District limits uses to office/service type uses, limited retail, and residential.
- T-IM** Traditional Industrial Mixed Use | Intended to provide areas for the development or continued use of light industrial operations. Commercial and limited residential uses are permitted.
- S-RL1** Suburban Residential Low Single Unit | Allows for low density single-unit residential development in areas of the community developed in a more suburban manner with larger parcels and no alleys.
- I-GI** General Industrial | Accommodates more intensive industrial uses including more intensive manufacturing along with light industrial uses such as warehousing.



COLLEGE DISTRICT AREA ACTION PLAN



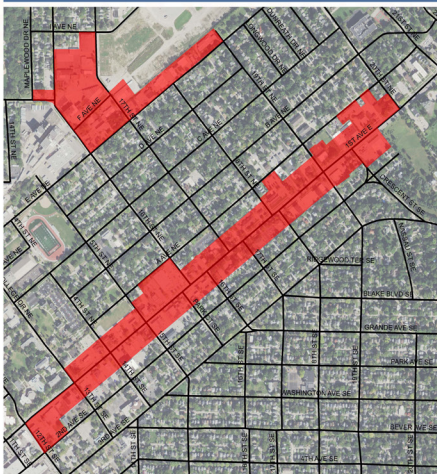
COLLEGE DISTRICT AREA ACTION PLAN

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Urban Form Zoning

FEEDBACK FROM THE FIRST OPEN HOUSE SUPPORTS THE IDEA OF GOING TO URBAN FORM ZONING FOR TWO AREAS WITHIN THE COLLEGE DISTRICT: THE FIRST AVENUE CORRIDOR AND THE POTENTIAL MIXED USE CORE AT THE HEART OF THE STUDY AREA



RECOMMENDED URBAN FORM ZONING

The areas shown in red above are recommended for Urban Form Zoning as part of the City's zoning code update, called ReZone Cedar Rapids.

WHAT IS URBAN FORM ZONING?

Urban Form Zones are new zone districts recommended for Cedar Rapids to allow for continued redevelopment in the core of our community. Urban Form Zones will replace and improve upon Overlay Districts that have been created by the City to allow for the redevelopment of other neighborhoods such as NewBo and Kingston Village.

Urban Form zoning places primary importance on the design of buildings, and allows for the development of mixed-use walkable neighborhoods. In Urban Form Zones:

- Buildings are built to a common "build-to" line near the sidewalk.
- Buildings have windows and doors facing the sidewalk
- Parking and service located to the rear of the building
- Signage and sidewalk amenities are geared towards pedestrians.

Cedar Rapids Urban Form Zone Districts	Type of Development		
	Urban General Flex	Urban Residential	Tech Shop
Urban Village 1-3 story buildings	Urban Village General Flex Open zoning designation for residential, commercial or mixed-use	Urban Village Residential Development limited to residential buildings and uses	Urban Village Tech Shop Mix of uses including light industrial and workshop uses permitted
Urban Neighborhood 2-6 story buildings	Urban Neighborhood General Flex	Urban Neighborhood Residential	Urban Neighborhood Tech Shop
Downtown 3-10+ story buildings	Downtown & Downtown Core	N/A	N/A

NEXT STEPS:

Additional planning is needed to help identify the appropriate scale and type of development along each block identified for Urban Form Zoning.

In the coming months, the City will work with neighborhood stakeholders to further define the proposed zoning for the Urban Transformation areas within the College District.

Adoption of a new zoning code and the Urban Form Zoning for the College District is anticipated this fall, with an effective date in 2019.



OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Connectivity

CONNECTIVITY ADDRESSES HOW RESIDENTS NAVIGATE NOT ONLY WITHIN THE COLLEGE DISTRICT BUT ALSO TO AREAS IN THE CITY AT LARGE. TAKING ADVANTAGE OF THE EXISTING STREET GRID SYSTEM TO ENHANCE AND PROMOTE ALTERNATIVE MODES OF TRANSPORTATION, SUCH AS WALKING AND BICYCLING, IS IMPORTANT.

	Draft Action Step	Responsible Party
Goal #1: Improve pedestrian safety.		
1	Perform analysis to identify locations to improve safety or for sidewalk infill as part of the update to the Pedestrian Master Plan.	City
Goal #2: Enhance multimodal transportation connectivity.		
2	Initiate engineering analysis for vehicle, bicycle, pedestrian, and gateway improvements at the Coe Rd./Center Pt. Rd./College Dr./Oakland Rd./E Ave. intersection.	City
3	Promote awareness and usage of the CR Transit system.	City, Mt. Mercy University, Coe College

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Land Use

LAND USE DESCRIBES THE TYPE OF DEVELOPMENT THAT IS ALLOWED WITHIN THE COLLEGE DISTRICT. THIS INCLUDES THE TYPES OF BUILDINGS AND ACTIVITIES (USES) ALLOWED IN THEM. INFORMATION FROM THIS PLAN WILL BE USED AS GUIDANCE FOR THE CITY'S NEW ZONING CODE CURRENTLY UNDER DEVELOPMENT.

	Draft Action Step	Responsible Party
	Goal #1: Promote development and redevelopment while maintaining the historic nature and character of the area.	
1	Create developer resource to share information on adopted plans and economic and demographic data of the area.	City, Mt. Mercy University, Coe College, GO Cedar Rapids
2	Update zoning for 1st Avenue corridor through the study area to promote neighborhood friendly mixed-use development consistent with historic development patterns.	City
3	Evaluate zoning for industrial and commercial areas at the heart of the study area.	City
4	Promote walkability as part of the update to the zoning code.	City

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Land Use

LAND USE DESCRIBES THE TYPE OF DEVELOPMENT THAT IS ALLOWED WITHIN THE COLLEGE DISTRICT. THIS INCLUDES THE TYPES OF BUILDINGS AND ACTIVITIES (USES) ALLOWED IN THEM. INFORMATION FROM THIS PLAN WILL BE USED AS GUIDANCE FOR THE CITY'S NEW ZONING CODE CURRENTLY UNDER DEVELOPMENT.

	Draft Action Step	Responsible Party
	Goal #2: Enhance housing choice by encouraging a wide range of types at a variety of price points.	
5	Implement zoning changes for locations identified for preservation, enhancement, and transformation by this plan.	City
	Goal #3: Improve stormwater management.	
6	Prioritize projects from the Stormwater Master Plan to mitigate the impacts of flash flooding.	City

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Character and Placemaking

CHARACTER AND PLACEMAKING ARE TWO ESSENTIAL FACTORS THAT LEAD TO VIBRANT AREAS. CHARACTER DESCRIBES THE ATTRIBUTES OF AN AREA THAT MAY CONTRIBUTE TO ITS UNIQUENESS OR SENSE OF PLACE. PLACEMAKING IS THE USE OF ATTRIBUTES OR AMENITIES TO CREATE DESTINATIONS OR ATTRACTIONS THAT ENCOURAGE DEVELOPMENT/REDEVELOPMENT, WHICH FURTHER EXPANDS OR STRENGTHENS AN AREA.

	Draft Action Step	Responsible Party
Goal #1: Enhance the sense of community and security.		
1	Identify gaps in neighborhood activities and create additional programs to fill gaps.	Mound View Neighborhood Association
2	Increase Police patrols of areas of current concern.	City
3	Include education and information about SAFE-CR and reporting criminal activity in the Mound View Neighborhood Association newsletter (paper and electronically).	City
Goal #2: Promote the history, culture, and amenities of the area.		
4	Develop a list of additional historical sites in the Mound View Neighborhood to include in the 'History Happened Here' program.	Mound View Neighborhood Association
5	Develop and promote marketing materials to share with college students and residents about the activities available at the schools and citywide.	City, Mt. Mercy University, Coe College, GO Cedar Rapids

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Character and Placemaking

CHARACTER AND PLACEMAKING ARE TWO ESSENTIAL FACTORS THAT LEAD TO VIBRANT AREAS. CHARACTER DESCRIBES THE ATTRIBUTES, BOTH NATURAL AND MAN-MADE, OF AN AREA THAT MAY CONTRIBUTE TO ITS UNIQUENESS OR SENSE OF PLACE. PLACEMAKING IS THE USE OF ATTRIBUTES OR AMENITIES TO CREATE DESTINATIONS OR ATTRACTIONS THAT ENCOURAGE DEVELOPMENT/REDEVELOPMENT, WHICH FURTHER EXPANDS OR STRENGTHENS AN AREA.

	Draft Action Step	Responsible Party
	Goal #3: Enhance visual appeal.	
6	Develop and promote a property maintenance manual for homeowners, landlords, and renters.	Mound View Neighborhood Association
7	Analyze current city programs and expand, as necessary, to promote home repair.	City

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Streetscapes

STREETSCAPES INCLUDE THE ROAD, SIDEWALKS, STREET FURNITURE, AND NATURAL SPACES ADJACENT TO THE ROADWAY AND HOW THEY RELATE TO ADJOINING BUILDINGS. STREETSCAPES CAN ENHANCE THE PEDESTRIAN EXPERIENCE AND INCREASE THE ECONOMIC AND SOCIAL VIBRANCY OF AN AREA.

	Draft Action Step	Responsible Party
Goal #1: Improve visibility of the colleges and area amenities.		
1	Develop wayfinding signage to identify amenities within the area.	City, Mt. Mercy University, Coe College, Mound View Neighborhood Association
Goal #2: Improve the pedestrian experience.		
2	Examine current street lighting for issues and potential improvements.	City
Goal #3: Develop a cohesive streetscape aesthetic.		
3	Identify aesthetic streetscape improvements, including street lighting, as part of citywide efforts.	City

OPEN HOUSE #2 DISPLAY BOARDS (CONTINUED)



Project Timeline

July 2017

Public Workshop to gather feedback on the area.

August 2017

Post Public Workshop feedback online.

November 2017

Open House #1 to gather feedback on draft goals and action steps.

January 2018

Post results from Open House #1 online.

We are here.

June 2018

Open House #2 to present final goals and action steps.

July 2018

Post results from Open House #2 online.

September 2018

Anticipated plan adoption by City Council.