



MedQ

Regional Medical District
MASTER PLAN UPDATE

EXECUTIVE SUMMARY

APRIL 2024

ACKNOWLEDGEMENTS

MedQ SSMID Commission Members

- **Eric Dalton** - Physicians' Clinic of Iowa, P.C.
- **Gordon Epping** - Gordon Epping, LLC
- **Casey Greene** - UnityPoint Health - St. Luke's Hospital
- **Eric Griggs** - Chiropractic Health Care Associates
- **Pauline Herb (Vice Chair)** - Cedar Rapids Bank & Trust
- **Michelle Jensen** - CarePro Health/Rayser Holdings
- **Suzy McGrane-Hop (Chair)** - Gilded Pear Gallery
- **Russ Nieland** - Carson Wealth
- **Okpara Rice** - Tanager
- **Brian Steffen** - Rock Valley Physical Therapy
- **Michelle Stramel** - Via Sofia's Italian Kitchen
- **Nathan Van Genderen** - Mercy Medical Center

MedQ Executive Director

- **Phil Wasta**



The City of Cedar Rapids' economy is growing with new cultural institutions, programming, and infrastructure improvements have been implemented, and City leadership is supporting a number of planning initiatives to help ensure the City's growth as a regional destination for residents, employers, and visitors. The City continues to emphasize its central medical district, the MedQuarter Regional Medical District as a regional healthcare destination.

The MedQuarter is located immediately northeast of downtown Cedar Rapids. It was initially conceived as one of nine districts surrounding and including the downtown in the 2007 Vision Cedar Rapids Downtown Framework Plan, where it was envisioned as a dense and well-defined area of medical uses.

The Medical SSMID Commission, initially established in June of 2012 has appointed a number of sub-committees focusing on a range of initiatives, including: marketing and branding, district services, and master planning. These subcommittees include appointed SSMID Commission members, as well as other selected MedQuarter stakeholders and subject matter experts.

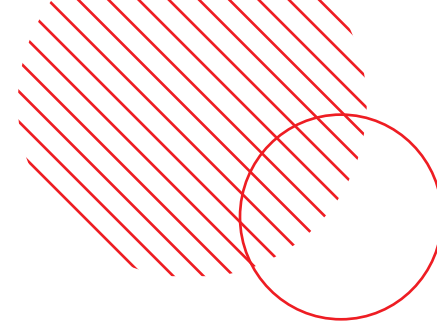
In April of 2013, the Medical SSMID Commission engaged the Lakota Group team to oversee a master planning process for the MedQuarter. This Plan, which was finalized in 2024, grounded in community and stakeholder support, serves as an update to the 2014 Plan, continuing to guide future development in the MedQuarter, helping the MedQuarter establish itself as a recognized destination for high quality healthcare that addresses the needs of both visitors and Cedar Rapidians. This **executive summary** is supplemental to a full Master Development Plan Update.

10 YEARS OF REINVESTMENT



GUIDING PRINCIPLES

Four Guiding Principals for the MedQuarter, supported by past planning efforts, guide the master planning update process.



Deliver a Superior Visitor Experience

The MedQuarter aims to enhance visitor experiences by developing distinct, high-quality public and private spaces, implementing a clear wayfinding system, and creating appealing public open spaces. It focuses on activating these areas with special events, improving security through collaborations, and ensuring continuous high-quality maintenance.

Improve the Quality of MedQuarter Healthcare Opportunities

Focus on improving healthcare quality through increased collaboration between institutions and attracting top physicians using the MedQuarter brand.

Actively Promote Economic Development

Establish the MedQuarter as a competitive rural referral center, encourage new business investment, and support local businesses through strong marketing and collaborative efforts with key Cedar Rapids organizations.

Contribute to the Growth of Cedar Rapids

Respectfully integrate MedQuarter development with adjacent areas, maintain clear public-private sector roles, and enhance the district's unique character to attract medical businesses and ancillary services.

THE PLAN

The MedQuarter Plan Update outlines a strategic approach to the development of the MedQuarter Regional Medical District through five key pillars. Leveraging the 2014 Master Development Plan framework, this Plan Update maintains the structure of the original four pillars and introduces an additional fifth pillar focused on **Community Building**. This new pillar highlights the importance of integrating community engagement and development into the district's overall strategy. Each pillar is designed to encapsulate specific initiatives, with subsequent action steps aimed at realizing these objectives effectively.

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MEDQ VISION STATEMENT

*As the **MedQuarter** progresses in the near future and continues to evolve over time, the district will be nationally recognized as a vibrant, holistic healing hub, seamlessly integrating high-tech, progressive healthcare with the everyday life of Cedar Rapids and the broader region. It will be a dynamic district, known for its eclectic mix of high-quality health services, diverse businesses, and community-oriented spaces. The **MedQuarter** will emphasize safety, cleanliness, and high-quality, low-cost healthcare, making it an inviting destination for residents and visitors alike. Its identity will be further strengthened by its commitment to workforce well-being, community engagement, and sustainable development, making it an ideal place to live, work, heal, and thrive. The **MedQuarter** will not only embody cutting-edge healthcare but also lead in creating a collaborative, inclusive, and green urban environment.*



POLICY

PILLAR 1

The Policy pillar is foundational to the MedQuarter Regional Medical District's vision, emphasizing the importance of strategic frameworks and regulations that foster a conducive environment for healthcare excellence and innovation. This focus area is critical in ensuring that all development and operational activities align with the overarching goals of enhancing the district, healthcare delivery, supporting workforce well-being, and promoting sustainable urban development. By prioritizing policy development, the MedQuarter commits to a future where the district not only thrives as a medical hub but also as a community-centric space that meets the evolving needs of its residents and professionals.

Initiatives

1. *Facilitate the City's adoption of the MedQuarter Master Development Plan Update and new five-year action strategies.*
2. *Encourage workforce well-being in the MedQuarter District.*
3. *Develop and implement policies to guide the effective management of surplus funds.*
4. *Revitalize underutilized areas and vacant lots in the MedQuarter District, building up versus out.*
5. *Embrace eco-friendly initiatives in collaboration with the City of Cedar Rapids' planning department.*
6. *Collaborate with adjacent landowners to explore district boundary expansion.*
7. *Assess the childcare needs of healthcare professionals.*

Immediate Term = 2024 or Ongoing | Short Term = 1 to 2 Yrs. (2027 to 2029) | Mid Term = 2 to 5 Yrs. (2029 to 2032) | Long Term = 5 to 10 Yrs. (2032 to 2037)

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INITIATIVE	PRIORITY	COST ESTIMATE	TIMELINE	METRICS	PARTNERS	FUNDING
Pillar 1: Policy						
City Adoption of the Development Plan Update	HIGH	NA	Immediate Term (Q1-2024)	Formal Adoption	City of Cedar Rapids / Planning Consultants	-
Encourage Workforce Well-being	HIGH	\$	Short Term (Reassess in 2027)	Health and Wellness Indicators / Reduced Healthcare Turnover / Participation Rates	Local Health Providers / Mental Health Professionals	District Funds / State and Federal Grant Funds
Effectively Manage Surplus Funds	HIGH	\$	Immediate Term (Reassess in Q2-2024)	Policy Adoption / Effective Allocation & Reporting / Financial Health	SSMID Board Members / Financial Advisors / Legal Experts	District Funds
Revitalize Underutilized Areas	MEDIUM	\$	Long Term (Reassess in 2032)	Increased Commercial / Residential Occupancy Rates, Increased Economic Impact	Local Developers / City of Cedar Rapids / Property Owners	City Development Incentive / State Tax Credit Programs
Embrace Eco-friendly Initiatives	MEDIUM	\$	Mid Term (Reassess in 2027)	Number of Green Projects Initiated, LEED Certifications Obtained, Reduced Carbon Footprint	City of Cedar Rapids / Healthcare Institutions / NGOs / Consultants	City Development Incentives / Environmental Agencies / Healthcare Institutions
Explore Boundary Expansion	MEDIUM	\$	Long Term (Reassess in 2030)	Agreements & Number of Property Owners / Inclusion of New Areas / Stakeholder Engagement Levels	Adjacent Landowners / Coe College / Consultants / City of Cedar Rapids	District Funds
Assess Childcare Needs	ONGOING	\$	Immediate Term (Reassess in Q4-2024)	Comprehensive Needs Assessment Completed, Pilot Program Initiated / User Satisfaction Rates	Consultant / Local Childcare Providers	District Funds for Assessment / State and Federal Grant Funds / Private Partnerships



MANAGEMENT & MARKETING

PILLAR 2

In the Management & Marketing pillar, the emphasis is on strengthening the operational backbone and enhancing the MedQuarter's market position. This area is pivotal for strengthening the district's cohesive identity to attract patients, healthcare providers, and businesses alike. A strategic approach to management and marketing ensures that the district is recognized as a premier destination for health and wellness, fostering growth and innovation within the healthcare sector. It highlights the importance of collaborative efforts to create a vibrant, health-focused ecosystem that benefits from shared resources, expertise, and opportunities.

Initiatives

1. *Diversify business offerings, with an emphasis on health-related businesses, in the MedQuarter District.*
2. *Establish a not-for-profit MedQuarter Foundation.*
3. *Collaborate with local businesses for hospitality partnerships.*
4. *Foster collaboration beyond the healthcare environment.*
5. *Expand cross-institutional collaborations between medical and educational institutions.*
6. *Implement a comprehensive MedQuarter co-brand integration.*



Immediate Term = 2024 or Ongoing | Short Term = 1 to 2 Yrs. (2027 to 2029) | Mid Term = 2 to 5 Yrs. (2029 to 2032) | Long Term = 5 to 10 Yrs. (2032 to 2037)

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INITIATIVE	PRIORITY	COST ESTIMATE	TIMELINE	METRICS	PARTNERS	FUNDING
Pillar 2: Management & Marketing						
Diversifying Business Offerings	HIGH	\$\$\$	Mid Term (Reassess in 2030)	Diversity of Business Types / Increased Foot Traffic and Economic Activity	Entrepreneurs / Local Businesses / Property Owners / CR Economic Metro Alliance	Economic Development Funds/ University of Iowa Entrepreneurial Management Program
MedQuarter Foundation Establishment	HIGH	\$	Immediate Term (Reassess in Q4-2024)	Successful Registration and Launch of the Foundation / Amount of Funds Raised	SSMID Board Members / Legal Advisors	District Funds / Fundraising Events / In-Kind Donations
Collaboration with Local Businesses	MEDIUM	\$	Mid Term (Reassess in 2030)	Partnership Agreements / Increased Patronage of Businesses	Local Businesses / CR Metro Economic Alliance / Cedar Rapids Tourism	District Funds / Partnering Businesses Contributions
Collaboration Beyond Healthcare	MEDIUM	\$	Long Term (Reassess in 2028)	Number of Collaborative Projects Initiated / Documented Improvements in Community Services	Educational Institutions / Religious Institutions / Food Security Organizations	Operational Budget / Partnering Institution Contributions
Cross-Institutional Collaboration	LOW	\$	Long Term (Reassess in 2028)	Successful Implementation of Joint Programs / Feedback from Participants and Institutions	SSMID Board Members / Medical & Educational Institutions	Institutional Budgets / District Funds
MedQuarter Co-Brand Integration	ONGOING	\$\$ - \$\$\$	Short Term (Reassess in 2027)	Consistency in Branding Across the District / Enhanced District Visibility	Local Businesses / Marketing Agencies / Web Developers	District Funds



APPEARANCE & IDENTITY

PILLAR 3

The Appearance & Identity pillar focuses on cultivating a distinct and welcoming environment that reflects the MedQuarter's commitment to health, accessibility, and community. Enhancing the physical landscape and urban design plays a crucial role in strengthening and enhancing the sense of place, ensuring that it is both functional and inspiring. This pillar underscores the importance of thoughtful urban design and planning in promoting well-being, encouraging active lifestyles, and fostering a strong community identity. It's about making the MedQuarter not just a place to visit, but a place to belong.

Initiatives

1. *Enhance gateway signage and boundary definition.*
2. *Establish green corridors to Downtown and other local districts.*
3. *Create and program interactive community green spaces.*
4. *Develop walking and biking greenways throughout the district to encourage active living and recreation.*
5. *Enhance ADA accessibility and inclusivity within the MedQuarter District.*
6. *Enhance property values through targeted improvements to the district's built environment.*
7. *Continue to enhance the MedQuarter signage and wayfinding program.*
8. *Design & implement MedQuarter streetscape improvements.*
9. *Continue to implement and promote surface parking lot landscape buffer program.*

Immediate Term = 2024 or Ongoing | Short Term = 1 to 2 Yrs. (2027 to 2029) | Mid Term = 2 to 5 Yrs. (2029 to 2032) | Long Term = 5 to 10 Yrs. (2032 to 2037)

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INITIATIVE	PRIORITY	COST ESTIMATE	TIMELINE	METRICS	PARTNERS	FUNDING
Pillar 3: Appearance & Identity						
Enhance Gateway Signage	HIGH	\$\$ - \$\$\$ +	Short Term (Reassess in 2027)	Visually Impactful Gateways / Public Recognition and Appreciation	City of Cedar Rapids / Design Consultants	City of Cedar Rapids / District Funding
Establish Green Corridors	HIGH	\$\$\$ - \$\$\$\$\$ +	Long Term (Reassess in 2032)	Creation of Green Corridors / Increased Pedestrian Traffic & Usage Rates / Community Health Improvement	City of Cedar Rapids / Design Consultants	Environmental Grants / Community Benefit Grants
Interactive Community Green Spaces	HIGH	\$\$\$ - \$\$\$\$\$ +	Immediate Term (Reassess in 2025)	Utilization of Spaces / Positive Community Feedback / Diversity of Interactive Elements	City of Cedar Rapids / Property Owners / Design Consultants	Private Donations / State and Federal Grant Funding
Develop Walking & Biking Paths	MEDIUM	\$\$\$ +	Long Term (Reassess in 2032)	Usage Rates of Trails & Greenways / Community Health Improvement	Local Health Organizations / Biking Communities / City of Cedar Rapids	Health and Wellness Grants / City Infrastructure Projects / Private Partnerships
Enhance ADA Accessibility and Inclusivity	MEDIUM	Integrated	-	Compliance with ADA Standards / Positive Feedback from Disability Advocacy Groups / Increased Accessibility	Disability Advocacy Groups / City of Cedar Rapids / Design Consultants	ADA-specific Grants / City of Cedar Rapids Infrastructure Projects / Private Donations
Enhance Property Values / Support Private Property Enhancements	LOW	\$ - \$\$	Long Term (Reassess in 2032)	Increased Property Values / Successful Implementation of Beautification Projects / Business Attraction	City of Cedar Rapids / Property Owners / Local Business Owners / City Development Agencies	City Development Incentives / State Tax Credit Programs / Private Investments
MedQuarter Signage & Wayfinding Program	ONGOING	\$\$ - \$\$\$ +	Mid Term (Reassess in 2026)	Improved Navigation and Visitor Experience	City of Cedar Rapids / Design Consultants	City of Cedar Rapids / District Funding
Design & Implement Streetscape Improvements	ONGONG	\$\$\$\$ - \$\$\$\$\$ +	Mid Term (Reassess in 2026)	Aesthetic Improvement / Increased Pedestrian Traffic	City of Cedar Rapids / Design Consultants	City Infrastructure Projects / Private Partnerships
Implement Surface Parking Landscape Buffers	ONGOING	Integrated	-	Aesthetic Improvement of Parking Areas / Environmental Benefits / Community Satisfaction	City of Cedar Rapids / Design Consultants	City Infrastructure Projects / Private Partnerships

ACCESS, CIRCULATION & INFRASTRUCTURE

PILLAR 4

Access, Circulation & Infrastructure are essential for ensuring that the MedQuarter is easily navigable and accessible to everyone, highlighting the district's commitment to inclusivity and convenience. This pillar focuses on developing a robust infrastructure that supports efficient transportation and connectivity, essential for a thriving medical district. Improving access and circulation underscores the MedQuarter's dedication to creating an environment that supports the health and safety of its users, making healthcare services more reachable, and enhancing the overall user experience.

Initiatives

1. *Continue to enhance pedestrian safety in the MedQuarter District.*
2. *Enhance physical security measures in the MedQuarter District.*
3. *Implement district wide surveillance and communication tools.*
4. *Create a parking management strategy.*
5. *Advocate for downtown circulator and other local and regional transit options.*
6. *Evaluate district wide Wi-Fi.*
7. *Advocate for burial of overhead utilities.*
8. *Advocate for implementation of “complete street” type roadway improvements.*

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INITIATIVE	PRIORITY	COST ESTIMATE	TIMELINE	METRICS	PARTNERS	FUNDING
Pillar 4: Access, Circulation & Infrastructure						
Pedestrian Safety Enhancement	HIGH	\$\$\$ +	Short Term (Reassess in 2027)	Reduced Pedestrian Accidents / Enhanced Street Lighting Effectiveness / Community Satisfaction	City of Cedar Rapids Public Works / Design Consultants	City Infrastructure Projects / Private Partnerships
Physical Security Measures	HIGH	\$\$\$ +	Mid Term (Reassess in 2029)	Reduction in Crime Rates / Successful Implementation of CPTED Principles / Positive Community Perception of Safety	City of Cedar Rapids Public Works and Public Safety / Urban Security Firms / Community Organizations	Security Grants / District Funds / Private Partnerships
Surveillance and Communication Tools	MEDIUM	\$\$\$ +	Mid Term (Reassess in 2029)	Effective Surveillance Coverage Active Community Participation / Quicker Response to Safety Concerns	Technology Companies / Property Owners / Community Organizations	Security Grants / District Funds / Private Partnerships
Parking Management Strategy	MEDIUM	\$ - \$\$ +	Mid Term (Reassess in 2029)	Improved Parking Efficiency / Reduced Traffic Congestion / Positive Feedback from Patients and Users	City of Cedar Rapids / Parking Solution Firms	Parking Revenue
Downtown Circulator and Transit Options	LOW	\$\$\$\$\$ +	Long Term (Reassess in 2032)	Successful Implementation of a Circulator / Increased Ridership / Improved Transit Accessibility	Local Transportation Agencies / City of Cedar Rapids / Disability Advocacy Groups	Public Transportation Grants
District-Wide Wi-Fi	LOW	\$\$\$	Long Term (Reassess in 2032)	Successful Network Implementation / High Usage Rates / Positive User Feedback	City of Cedar Rapids IT Department / IT Service Providers	Private Partnerships
Burial of Overhead Utilities	ONGOING	Integrated	-	Improved Aesthetics	Property Owners / Utilities Companies / City of Cedar Rapids Public Works	City Infrastructure Projects / Potential State and Federal Grants
Complete Street Roadway Improvements	ONGOING	\$\$\$\$\$ +	Long Term (Reassess in 2032)	Improved Roadway Functionality / Increased Pedestrian and Cyclist Safety / Positive Community Feedback	City of Cedar Rapids Public Works / Design Consultants	City Infrastructure Projects / Transportation Grants





COMMUNITY BUILDING

PILLAR 5

Community Building is at the heart of the MedQuarter's mission, reflecting its dedication to creating a supportive and engaged community. This pillar emphasizes the importance of fostering and growing connections among residents, healthcare professionals, and visitors, enriching the district's social fabric. Through community-building efforts, the MedQuarter aims to enhance the quality of life for all who interact within the district, promoting a culture of health, wellness, and mutual support. It's about transforming the district into a vibrant, inclusive community where everyone can thrive.

Initiatives

1. *Develop a robust community building initiative through collaboration and engagement with adjacent neighborhoods.*
2. *Collectively aim to increase workforce housing availability and affordability.*
3. *Host recreational and entertainment events and activities, cultivating vibrant community engagement, collaborating with local and regional partners.*
4. *Host health and wellness programming, including district wide fitness challenges and sports activities, through local and regional partnerships.*
5. *Continue acknowledging and identifying resources needed to address rising mental health and dependency issues in the community.*

Immediate Term = 2024 or Ongoing | Short Term = 1 to 2 Yrs. (2027 to 2029) | Mid Term = 2 to 5 Yrs. (2029 to 2032) | Long Term = 5 to 10 Yrs. (2032 to 2037)

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INITIATIVE	PRIORITY	COST ESTIMATE	TIMELINE	METRICS	PARTNERS	FUNDING
Pillar 5: Community Building						
Robust Community Building Initiative	HIGH	\$	Immediate Term (Reassess in Q4 - 2024)	Level of Community Engagement / Successful Collaborations / Positive Feedback from Adjacent Neighborhoods	City of Cedar Rapids / Neighborhood Associations / Community Groups	District Funding
Increase Workforce Housing Availability & Affordability	MEDIUM	\$\$	Long Term (Reassess in 2035)	Number of Affordable Housing Units Developed / Occupancy Rates / Employee Participation in Housing Incentives	City of Cedar Rapids / Housing Developers / Affordable Housing Organizations / Healthcare Institutions	City Development Incentives / Contributions from Housing institutions / Grants for Affordable Housing
Recreation and Entertainment Events	LOW	\$\$	Long Term (Reassess in 2032)	Attendance Rates / Diversity of Events / Community Satisfaction / Repeat Participation	Event Organizers / Local Vendors / Cultural groups	Sponsorships, Event fees
Health and Wellness Programming	LOW	\$	Long Term (Reassess in 2032)	Participation Rates / Community Health Improvement / Diversity of Programs Offered	Fitness Clubs / Local Sports Organizations / Healthcare institutions	Health and Wellness Grants / Sponsorship from Local Businesses / Participation & Event Fees
Addressing Mental Health and Dependency Issues	ONGOING	\$	Immediate Term (Reassess in Q4 - 2024)	Reduction in Homelessness and Dependency Issues / Community Feedback on Mental Health Support	City of Cedar Rapids / Linn County / Healthcare Institutions / Social Service Agencies / Philanthropic Organizations	Philanthropic Donations, Emergency Solution Grants / Partnerships with Healthcare Providers

SECTION 4

IMPLEMENTATION

The implementation chapter of this Master Plan Update outlines a carefully crafted roadmap for the next five years, developed through a strategic process to ensure the MedQuarter District's growth is both visionary and achievable. The development of this action plan commenced with the meticulous grouping of initiatives according to their designated timelines—Immediate-term, Short-term, and Mid-Term—across the Plan's five pillars. This organization facilitated a clear visualization of the necessary sequence of actions and identified which initiatives could proceed in parallel or required a specific order.

Priority setting and planning followed, with initiatives arranged to maximize resource utilization and impact. Further sequencing within each timeframe was influenced by factors such as ease of implementation, cost implications, and each initiative's priority level, leading to a structured order of operations. A sequencing of action items supporting each initiative accompanies this chapter, serving as a rationale for the placement of each initiative within the timeline, functioning as a workbook for the SSMID Commission.

Acknowledging the dynamic nature of development, a flexible approach was integrated into the planning process. A quarterly-based timeline was established for each strategy, offering the agility to respond to unforeseen challenges and opportunities, ensuring the Plan's continued relevance and responsiveness.

Visualizing the roadmap, a graphic timeline was developed. This visualization makes the roadmap accessible and engaging to a wide audience, summarizing the strategic vision for the district's development. The budgets for 2025 and 2026 have already been approved, leading to short-term and mid-term initiatives to commence in 2027 with the onset of a new budget cycle. This timing still ensures that foundational work and immediate priorities set in 2024 are addressed first, allowing for a seamless transition to more extensive projects in the subsequent phases.

Within the roadmap timeline, major initiatives that were approved before this Master Plan Update and are scheduled for 2025 and 2026 are distinctly highlighted in **blue**. This color coding serves to differentiate them from the immediate initiatives set for 2024, as well as other short-term and mid-term initiatives proposed in this Plan, which are marked in **red**.

2025 TO 2026

Infrastructure Improvement Projects

*For 2025 and 2026, the focus will be on implementing major infrastructure projects already funded, including enhancements on 8th Avenue and 10th Street, and improvements along A Avenue NE within the MedQuarter. Given the significant investment and the expected impact of these projects on urban connectivity and community improvement, new proposed initiatives will be **deferred to 2027**. This approach ensures resources are efficiently allocated to complete these critical projects, justifying the postponement of other proposals to prioritize successful execution of current commitments.*

FIVE YEAR ACTION PLAN

2024 IMMEDIATE-TERM

- **P1. Initiative 1.** Facilitate the City's adoption of the MedQuarter Master Development Plan Update and new five-year action strategies.
- **P1. Initiative 3.** Develop and implement policies to guide the effective management of surplus funds.
- **P2. Initiative 2.** Establish a not-for-profit MedQuarter Foundation.
- **P5. Initiative 1.** Develop a robust community building initiative through collaboration and engagement with adjacent neighborhoods.
- **P1. Initiative 7.** Assess the childcare needs of healthcare professionals.
- **P5. Initiative 5.** Continue acknowledging and identifying resources needed to address rising mental health and dependency issues in the community.
- **P3. Initiative 3.** Create and program interactive community green spaces.

2025 - 2026 FUNDED PROJECTS

- **Roundabout.** 8th Ave. and 10th St. Roundabout.
- **Infrastructure Improvements.** A Ave. NE from 7th to 10th St.

2027 - 2028 SHORT-TERM

- **P3. Initiative 3.** Create and program interactive community green spaces.
- **P1. Initiative 2.** Encourage workforce well-being in the MedQuarter District.
- **P3. Initiative 1.** Enhance gateway signage and boundary definition.
- **P4. Initiative 1.** Continue to enhance pedestrian safety in the MedQuarter.
- **P2. Initiative 6.** Implement a comprehensive MedQuarter co-brand integration.

2029 - 2030 MID-TERM

- **P1 Initiative 5.** Embrace eco-friendly initiatives in collaboration with the City of Cedar Rapids' planning department.
- **P2. Initiative 1.** Diversify business offerings, with an emphasis on health-related businesses, in the MedQuarter District.
- **P2. Initiative 3.** Collaborate with local businesses for hospitality partnerships.
- **P3. Initiative 7.** Develop and implement MedQuarter signage and wayfinding program.
- **P3. Initiative 8.** Design & implement MedQuarter streetscape improvements.
- **P4. Initiative 2.** Enhance physical security measures in the MedQuarter District.
- **P4. Initiative 4.** Create a parking management strategy.
- **P4. Initiative 3.** Implement district wide surveillance and communication tools.





LAW OFFICES

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