

## In the Q: December Promises to be a Busy Month!



**Phil Wasta**  
MedQuarter

*Executive Director*

As the end of the year approaches, I am realizing that the elves at the North Pole are not the only ones that will be busy in December. The MedQuarter Regional Medical District has a lot happening this month as well!

### 5 Trees for the Season MedQuarter Tree Lighting Ceremony

On December 1, the MedQuarter kicked off the month with our second annual *5 Trees for the Season* tree lighting ceremony at the 4th Avenue Pocket Park. Attendees were treated to hot chocolate, cookies, holiday songs by the McKinley Musicians and a festive display of lights to set the stage for the coming holidays. Stop by the Pocket Park this month and enjoy the display.



### MedQuarter Street Signs

In order to help build awareness of when visitors and residents are entering and exiting the MedQuarter, there will be 23 custom street signs with sign toppers installed around the perimeter and throughout the District. Is it a coincidence that the signs are shaped like capsules?

### New Website

In December, we will be launching our new MedQuarter website. Some of the enhancements include a much improved format for mobile users, organized user-friendly content and layout with in increased visual appeal. Check it out at [themedquarter.com](http://themedquarter.com)

### Signage and Wayfinding Consultant Selected

An exciting development, not just for the MedQuarter but for all of the core districts in Cedar Rapids, is the selection of a consultant to conduct a comprehensive signage and wayfinding study.

In December, Corbin Design of Traverse City, Michigan along with Anderson Bogert Engineers of Cedar Rapids, will begin their first phase of planning for this initiative, which will assess the needs for signage and wayfinding throughout the core districts including Downtown, MedQuarter, NewBo/Czech Village and Kingston Village. This plan will culminate in a signage and wayfinding master plan aimed at assisting those navigating the area. Stay tuned for more progress reports in the coming months.

### Master Parkway Improvement Plan

Specific to the MedQuarter, in December our Standards Committee will be selecting a consultant to develop a master parkway improvement plan which will establish priorities, budgeting and phasing for renovation of the parkway areas within the District. Once the plan is completed the Medical SSMID Commission will have the necessary information to continue the look and feel of what is currently installed along 10th Street from 1st Avenue to 4th Avenue SE along other streets and avenues in the MedQuarter.



Whew! Do you see what I mean? December is going to be *very* busy. Add in Christmas and New Year's Eve and the next thing you know – it's 2017.

I wish you all the happiest of holidays and a healthy, prosperous New Year!

