

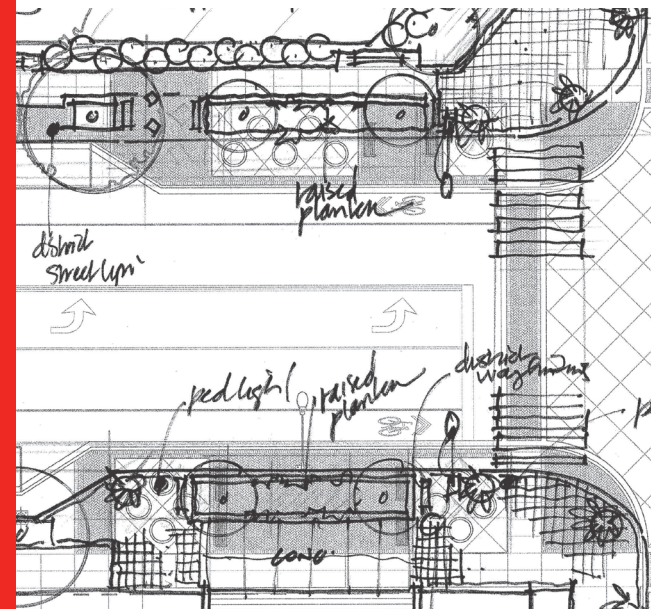
Cedar Rapids Medical Self-Supported Municipal Improvement District Commission

Med**Q**UARTER

Regional Medical District™

MASTER PARKWAY IMPROVEMENT PLAN

February 27, 2018



Acknowledgments

This document was developed with the input and advice from dozens of smart, thoughtful, and committed individuals. A special thanks to all those who contributed in this plans success.

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Photo Courtesy of: Cedar Rapids Area Convention & Visitors Bureau

Introduction

The Cedar Rapids Medical Self-Supported Municipal Improvement District (Medical SSMID) was established in 2012 as a result of two previous planning projects that were undertaken to address the impacts of the 2008 flooding on Cedar Rapids' downtown. The Lakota Group, along with S.B. Friedman and Anderson-Bogert Engineers, led the master planning process to develop Cedar Rapids as a medical destination, where many health care needs are met in one area near the downtown core. Working closely with the SSMID Commission and master planning steering committee, Lakota engaged the District's private practicing physicians and its three major medical providers—Mercy Medical Center, Unity Point Health-St. Luke's Hospital and Physicians' Clinic of Iowa—to develop a plan that would create jobs, fuel economic development, improve the city's tax base, and enhance the quality of life within the community. Since this process, the MedQuarter has developed into a dense and well-defined district of medical uses.

A critical part of the Master Development Plan was the proposed creation of a superior visitor experience through the implementation of high-quality streetscape improvements within the public right-of-way. These streetscape improvements focused on identifying the boundaries of the MedQuarter within the City of Cedar Rapids, and implementing a coordinated and comprehensive wayfinding system to sequence visitors to their destinations while providing an overall wellness experience. The Plan created a streetscape framework, and each streetscape type included general design features and guidelines. Since the plan's completion in June of 2014, the MedQuarter, as a part of the PCI Medical Mall development agreement, has implemented streetscape improvements along the 10th Street Corridor between 1st Avenue and 4th Avenue, and commissioned the design of district gateway elements as well as wayfinding signage.

Building on the Master Improvement Plan and the success of the 10th Street improvements, the Medical SSMID Commission re-engaged the Lakota Group, Sparc Inc, and Anderson Bogert, in 2017 to delve deeper into the specific design of the MedQuarter's streetscape framework and brand identity. Using 10th Street as a benchmark, the Lakota Team developed an updated streetscape hierarchy, schematic streetscape concepts, streetscape amenities and material palettes, preliminary cost estimates, and a shared vision for implementation of each streetscape type.

How to use this Plan

The Master Parkway Improvement Plan will:

- Strengthen and formalize a shared vision for future public and private investment within the Medical SSMID.
- Create a framework for sequencing the future implementation of streetscape improvements.
- Provide guidance for future detailed design development of the Medical SSMID streetscape network and proposed enhancements to the public right-of-way.
- Clarify public and private responsibilities for improving infrastructure and aesthetics within the Medical SSMID and provide a mechanism for coordinating proposed experiential, identity, and wayfinding improvements with City Capital Improvement Projects.

Visitor Experience & Brand

A cohesive family of experiential, identity, and wayfinding elements was designed to contribute to an elevated patient experience as well as communicate a message of overall wellness. These elements will help patients and visitors navigate through all of the “patient touch points,” from exiting the freeway to finding drop-off areas and parking lots to finding a café for lunch, play spot for children, or pollinator habitat for bees, birds, and butterflies. Simultaneously, these pieces in combination with streetscape improvements, present a highly visible brand statement to everyone passing through the district and should communicate special wellness-related messaging, reinforcing the relationship of the MedQuarter brand with the concept of health and well-being.

Protocol for implementation

The images and designs on the following pages are conceptual and intended to inspire and guide future design development. To implement these, or future experiential, wayfinding, and identity elements within the Medical SSMID, the following set of principles and initiatives should be considered to provide consistency in the Medical SSMID’s message of health and wellness.

Principles:

- The installation positively influences and shapes the visitor experience of the built environment and conveys a message of health and wellness.
- The installation provides a sense of civic pride and identity for Cedar Rapids and the Medical SSMID.
- The installation is highly visible, accessible, and consistent with current City codes and guidelines as well as industry best management practices.

Initiatives:

- Work to establish clear design guidelines to ensure that future installations align with the Medical SSMID’s strategy and vision.
- Develop a wayfinding and identity Master Plan in alignment with the Medical SSMID’s urban design framework outlined in this Plan.
- Promote private sector participation through incentives for property owners and developers.
- Consider appointing a liaison to improve collaboration between public and private partners and identify locations suitable for experiential installations, public art, green pockets, and pollinator habitat.
- Frequently engage the community and private property owners to create unique design solutions that are sensitive and responsive to the needs and opportunities associated with each site.
- Seek to involve local artists in the Medical SSMID’s urban development initiatives.
- Develop strategic partnerships with public and private organizations to provide assistance with installation and maintenance.
- Plan to review wayfinding, experiential, and identity installations to ensure their consistency and effectiveness over time.

Base Level Elements



BRANDED STREET MARKERS
Photo courtesy of Liz Zabel/GO Cedar Rapids



LANDSCAPE BUFFERS



IMPROVED CROSSWALKS



TYPICAL STREET LIGHTS



DISTRICT BRANDED BANNERS



GREEN PARKWAY & SIDEWALK RESTORATION

Enhanced Elements



MedQuarter
Perf-ect
Planters



STREETSCAPE AMENITIES



SEATING AND EXERCISE SPACES



BRANDED CROSSWALKS



BUS STOP EXERCISE STATION



GATEWAY WAYFINDING ELEMENTS



ECO-SENSITIVE PLANTINGS

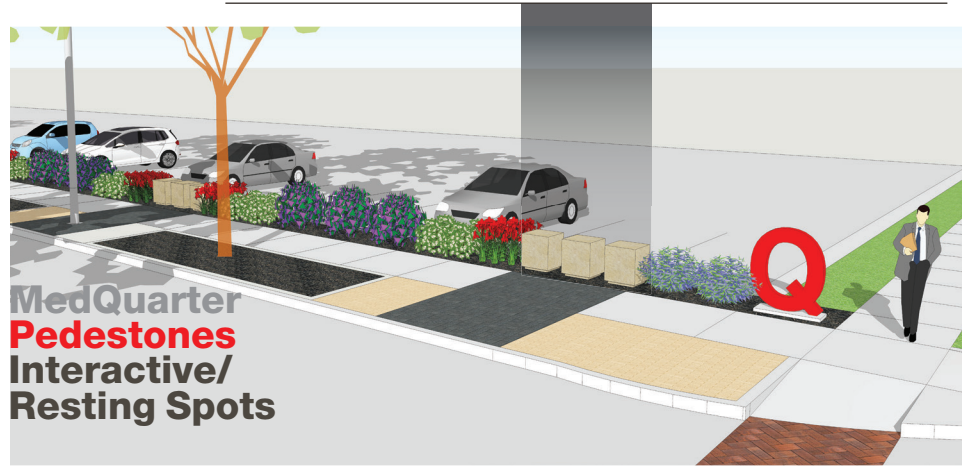
Friends of the Pollinator Garden		
BUMBLEBEES	BUTTERFLIES	BIRDS
Bumblebees are considered crucial to ecosystems as key pollinators of fruits eaten by birds and other insects.	Butterflies love dill! Especially the beautiful black-tailed swallow butterfly.	With an increased abundance of insect visitors, you can expect some high quality bird-watching!
They are generalists, visiting a variety of edible and ornamental plants in your garden. So, keep them around!	Often overlooked by bees in economic importance, butterflies bring color, excitement, and make for great animal-watching.	Birds will soon adapt and associate your garden with a tasty meal, stopping by often.



MedQuarter
QuickPath
Interpretive Sign
+ On-the-Ground
Wayfinding System



INTUITIVE 21ST CENTURY WAYFINDING



INTERACTIVE SEATING



GREEN FENCING AND SCREENING



RAISED PLANTING BEDS



MOVEABLE PLANTERS



PERMEABLE PAVEMENT



HEALTH AND WELLNESS PANELS



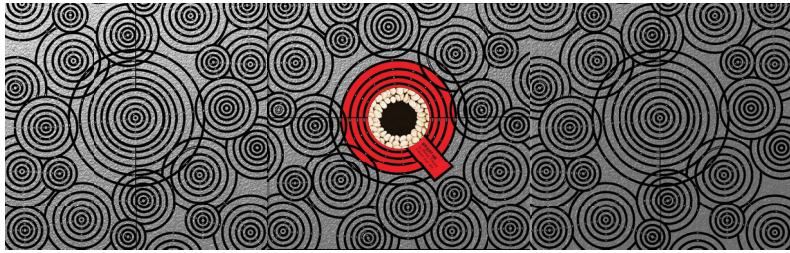
SHARED-USE PEDESTRIAN TRAILS



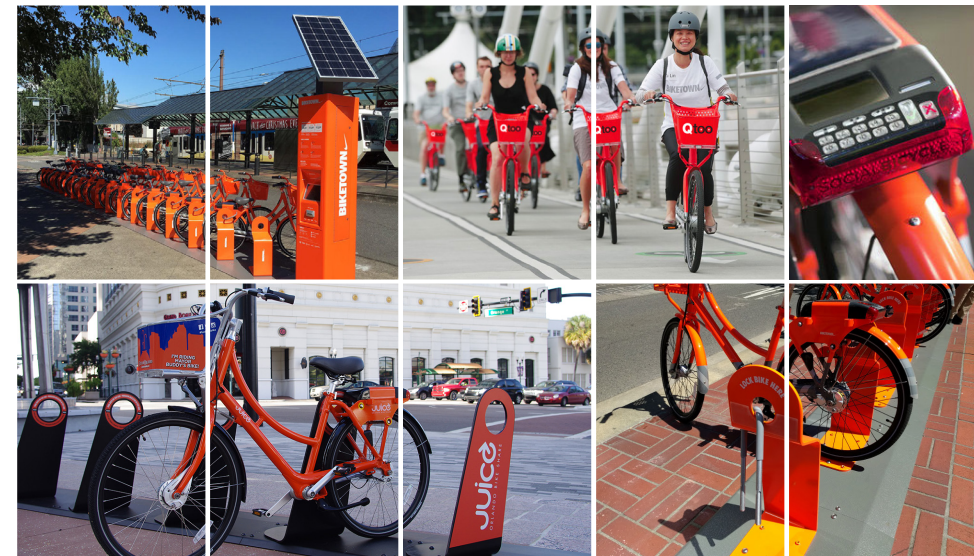
BRANDED PEDESTRIAN LIGHTING



PEDESTRIAN "BUMP-OUTS" AT INTERSECTIONS



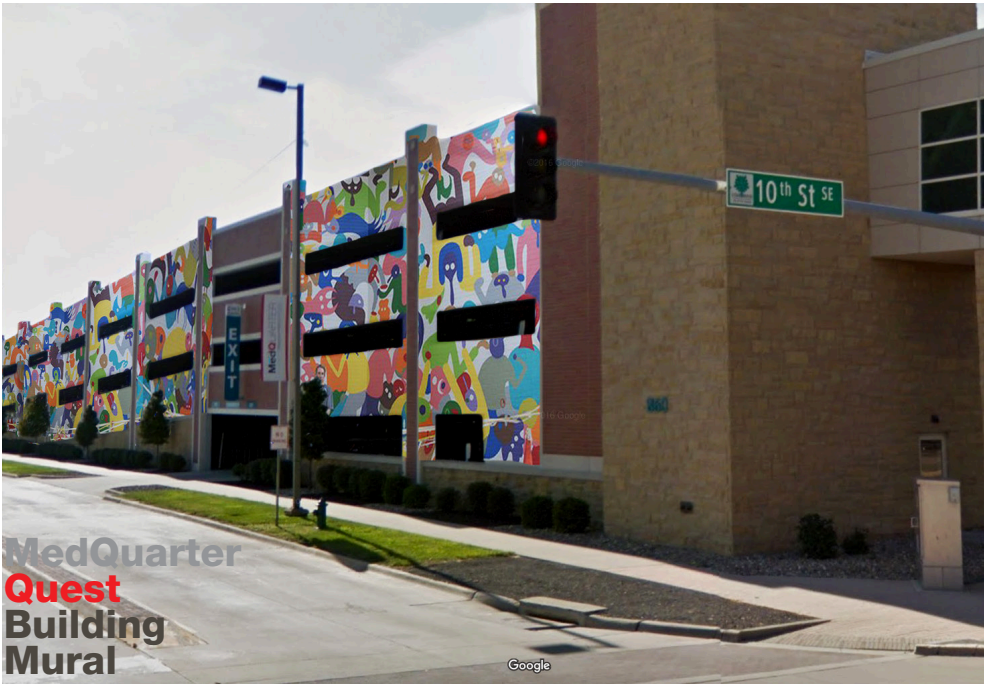
BRANDED TREE GRATES



BIKE SHARE AND AMENITIES



MedQuarter
Q Wheel
Play Sculpture



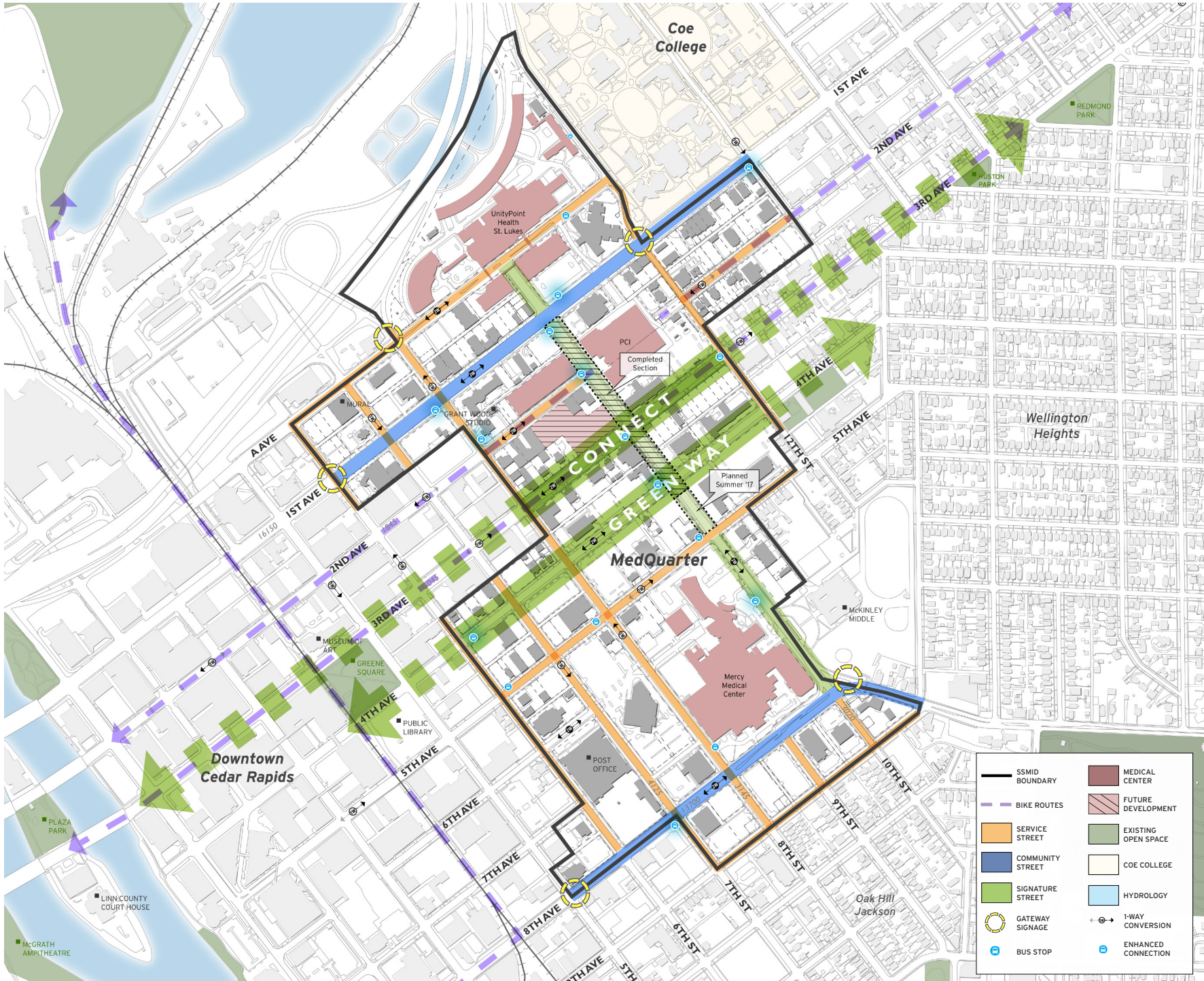
MedQuarter
Quest
Building
Mural



INTERACTIVE SCULPTURE



PUBLIC ART



Streetscape Hierarchy

Streets and the public right of way within the MedQuarter are the primary medium for fostering and implementing a high-quality pedestrian environment and visitor experience. These spaces play a critical role in connecting the MedQuarter to Downtown, proximate neighborhoods, Coe College, and existing open-space. An audit of the streetscape hierarchy developed in the Master Development Plan was conducted to guide future streetscape investments that align with existing and planned improvements. The resulting framework included Signature Streets, Community Streets, and Service Streets.

In addition to required streetscape soft costs – such as survey work, demolition, and preparation – each streetscape type has a preferred pallet of base, and enhanced elements broken into the following categories: hardscape work; signage, identity and wayfinding, and; landscaping.

Signature Streets

Signature Streets serve as the primary connectors for the MedQuarter and are intended to receive the highest investment in specialty materials and furnishings, as well as provide the most visible communication of the MedQuarter brand through streetscape design elements. 10th Street between A Avenue and 8th Avenue was identified as the primary Signature Street. Two additional streets were identified as specialty Signature Streets including the 3rd Avenue “Connect” and the 4th Avenue “Greenway”. These specialty Signature Streets would include the highest investment in specialty materials and furnishings as well as accommodate a higher investment in green technologies, pollinator habitat plantings, bike and pedestrian signage, and traffic calming techniques and landscape improvements.

Signature Street base elements include:

Hardscape Work:

- Curb and gutter replacements as required
- Expanded ‘urban walks’ with paving treatments
- Tree grates
- Standard overhead street lights
- Decorative pedestrian scale street lighting
- Benches and trash receptacles

- Bike parking
- Raised seasonal planters

Signage, Identity, and Wayfinding:

- District banners
- District branding identifiers
- District branded gateways
- District branded wayfinding elements
- Branded crosswalk connector (thermoplastic)

Landscaping:

- Restoration of green parkway/soil/sod as appropriate
- New street trees
- Parking with buffer treatments (landscape)

Signature Street enhanced elements include:

Hardscape Work:

- Branded tree grates
- Seasonal colored lighting elements
- Irrigation system for trees and planters
- Specialty seating pockets
- Bike sharing station
- Wifi Stations

Signage, Identity, and Wayfinding:

- District electronic kiosk
- Health and wellness displays

Landscaping:

- Branded raised seasonal planters
- Parking with buffer treatment (landscape, or green screen)

Specialty Signature Street (Greenway & Connect) elements include:

Hardscape Work:

- District playground
- Expanded pedestrian bump outs at corners of facilities/buildings

Signage, Identity, and Wayfinding:

- Art pockets / murals
- Health and wellness displays or interactive elements
- In street thermoplastic art/display connections

Landscaping:

- Pocket green opportunities and pollinator habitat
- Parking with buffer treatments (hardscape + landscape)

Community Streets

Community Streets carry a relatively high amount of vehicular traffic and are the main arteries connecting the District to both Downtown and greater Cedar Rapids. These streets represent a mid-level investment in specialty materials and furnishings, as well as provide a highly visible communication of MedQuarter branding and gateway elements. Two streets were identified as Community Streets; 8th Avenue from 5th Street to 9th Avenue; and 1st Avenue between 6th Street and 13th Street.

Community Street base elements include:

Hardscape Work:

- Curb and gutter replacements as required
- New expanded concrete sidewalk
- Tree grates/pits
- Standard overhead street lights

Signage, Identity, and Wayfinding:

- District banners
- District branded identifiers
- District branded gateways
- District branded crosswalk connectors (thermoplastic)
- District branded wayfinding elements

Landscaping:

- Restoration of green parkway/soil/sod as appropriate
- New street trees

Community Street enhanced elements include:

Hardscape Work:

- Decorative paving treatments at key intersections
- District pedestrian streetlight
- Seating pockets
- Benches and trash receptacles
- Bike parking
- Bike sharing station
- Bus shelter as appropriate
- Raised or movable planters

Signage, Identity, and Wayfinding:

- Art elements

Landscaping:

- Paving or buffer treatment (landscape)

Service Streets

Service Streets provide convenient access to parking and service areas but are less visible and represent a lower need for investment and brand visibility.

Service Street base elements include:

Hardscape:

- Curb and gutter replacement as required
- New sidewalk – concrete base
- Standard overhead street light
- Utilities as required by development or City Capital Improvement Program

Signage, Identity, and Wayfinding:

- District banners
- District branded identifiers

Landscaping:

- Restoration of green parkway/soil/sod as appropriate
- New street trees

Service Street enhanced elements include:

Hardscape:

- Bike parking

Signage, Identity, and Wayfinding:

- District branded wayfinding elements where appropriate

Landscaping:

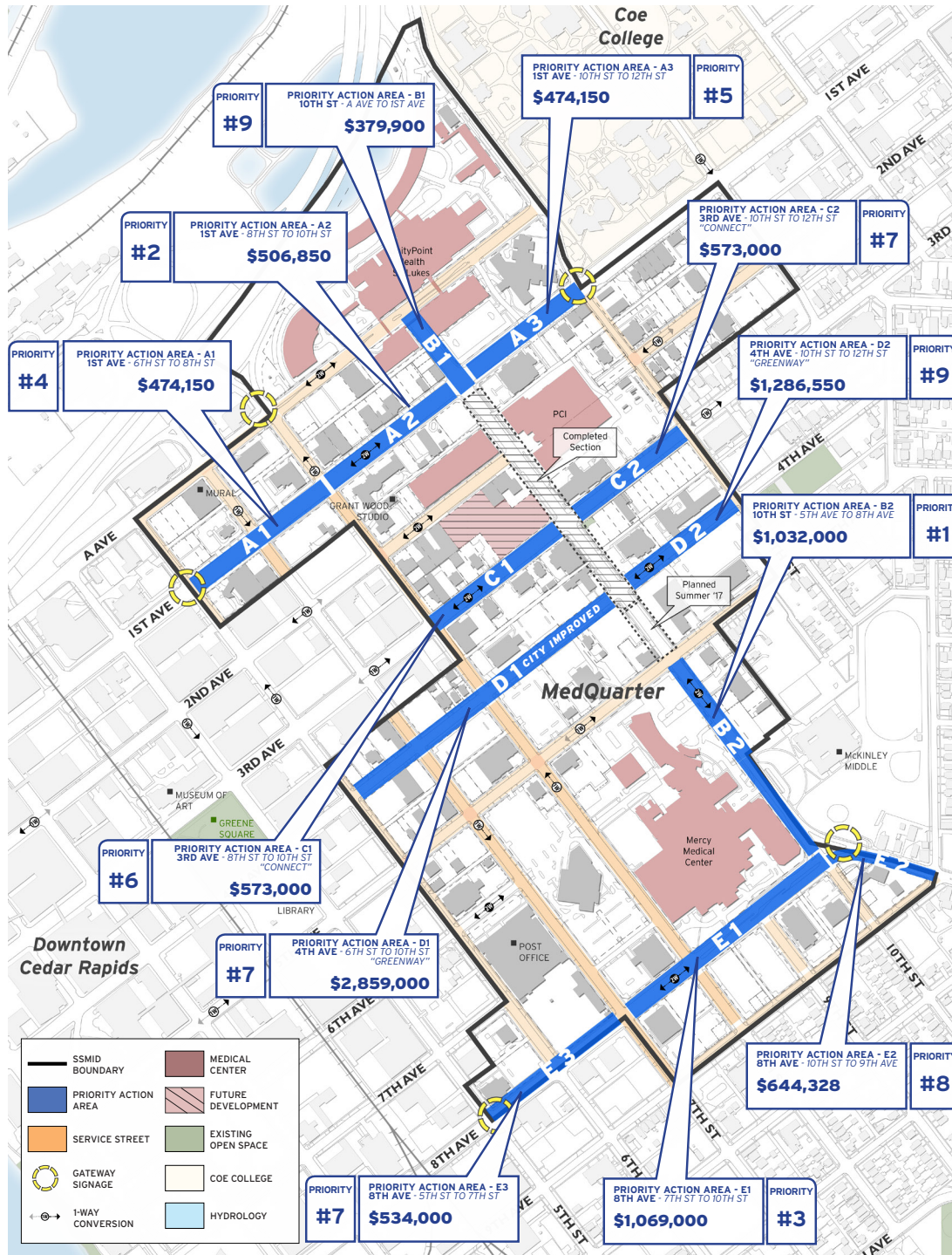
- Enhanced parking lot screening

Priority Action Areas

Adhering to the vision and framework of elements outlined in the streetscape hierarchy, Priority Action Areas were identified for further schematic design. These designs are conceptual and are meant to represent a menu of options and flexible framework for future investment by the Medical SSMID, and the City of Cedar Rapids as funding opportunities become available, or as capital improvements within the District are scheduled. For example, the concept for a portion of the 4th Avenue “Greenway” represents a very high investment and although only a portion of 4th Avenue was drawn, the concept could not only be applied across its entirety, but could also be applied to other streets if funding and public/private support is made available. Alternatively, less intensive concepts such as those drawn for service streets could be applied as a base treatment for any street that could be enhanced in the future.

The following pages represent the product of multiple rounds of revisions and thoughtful input by the SSMID Commission, MedQuarter Standards Committee, and the project team. To create a shared vision for their implementation, members of the SSMID Commission and Standards Committee were asked to review and complete a matrix of each Priority Action Area using the criteria below:

- District brand visibility
(3) High, (2) Medium, (1) Low
- Finishes a priority streetscape block
(3) High, (2) Medium, (1) Low
- Do Streetscape Improvements synergize with new planned development?
(1) Yes, (0) No
- What timeline should this project consider?
(3) 0-1 years, (2) 1-3 years, (1) 3-5 years

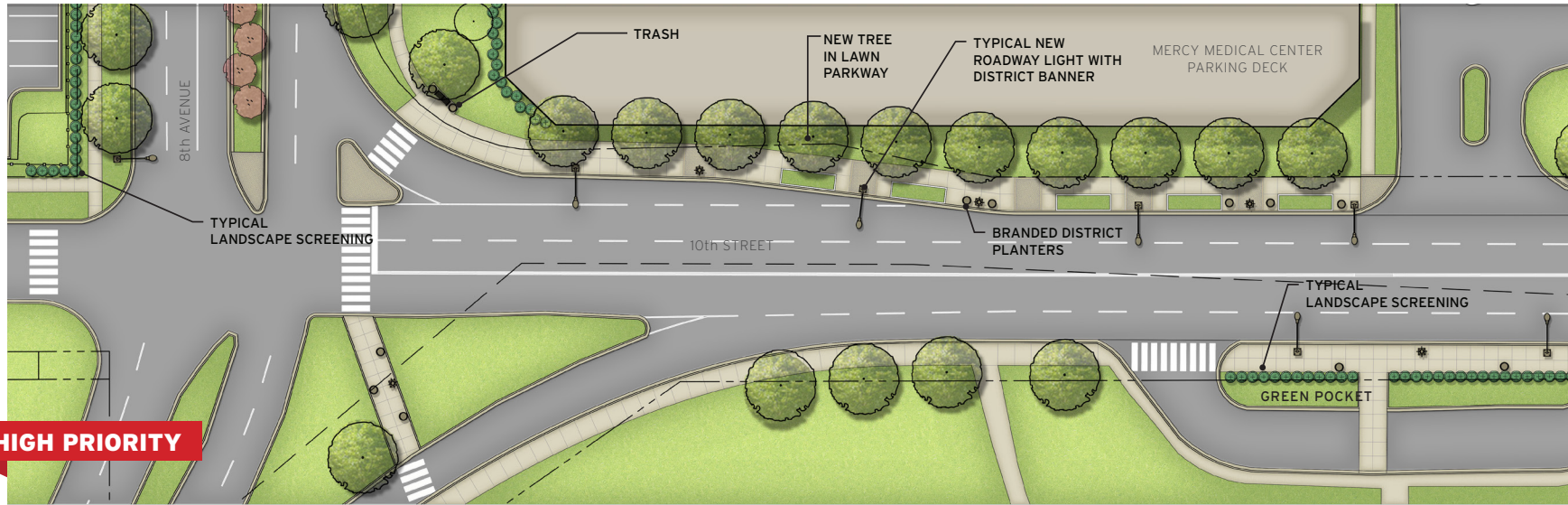


After completion, the scores were compiled for each Priority Action Area, and the collected matrices were aggregated to supply the following sequencing of streetscape improvements. A summary table can be found on page 40.

- 1. **B2:** 10th Street (5th-8th Avenues)
- 2. **A2:** 1st Avenue (8th-10th Streets)
- 3. **E1:** 8th Avenue (7th-10th Streets)
- 4. **A1:** 1st Avenue (6th-8th Streets)
- 5. **A3:** 1st Avenue (10th-12th Streets)
- 6. **C1:** 3rd Avenue “Connect” (8th-10th Streets)
- 7. **C2:** 3rd Avenue “Connect” (10th-12th Streets)
- 7. **D1:** 4th Avenue “Greenway” (6th-10th Streets)
- 7. **E3:** 8th Avenue (5th-7th Streets)
- 8. **E2:** 8th Avenue (10th Street-9th Avenue)
- 9. **B1:** 10th Street (A Avenue NE - 1st Avenue)
- 9. **D2:** 4th Avenue “Greenway” (10th-12th Streets)

Implementation priorities

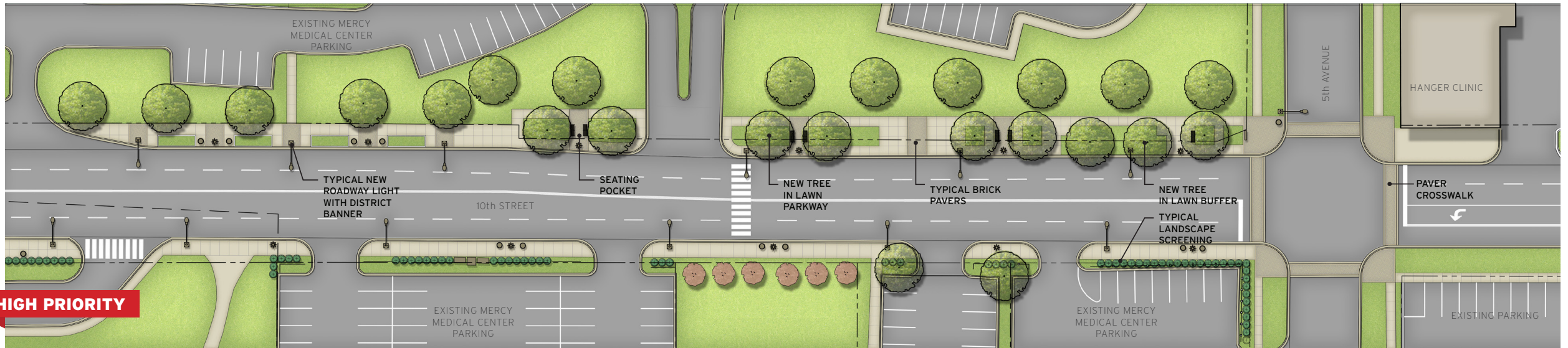
The top five streetscapes were identified as immediate priorities for detailed design development and implementation. Due to the high traffic volumes on these streets, they provide an excellent opportunity to showcase branding and experiential improvements. Furthermore, once complete, these streets will form a core circulation system for the District between 1st Avenue, 8th Avenue, and 10th Street - connecting each of the major medical providers to the Downtown and proximate neighborhoods.



SCALE: 1"=60'



PLAN VIEW - MERCY MEDICAL CENTER TO 8TH AVENUE



PLAN VIEW - 5TH AVE. TO MERCY MEDICAL CENTER

#1

Priority Action Area B2: 10TH STREET – 5TH TO 8TH AVENUE

Primary improvements to this segment of 10th Street mimic the existing 10th Street improvements with similar hardscape treatments, branded pedestrian lights, raised planters, and new landscape screening and parkway trees. This location has a large amount of parking and large buildings set back from the roadway. This offers opportunities for numerous seating pockets, pollinator habitat, new pocket parks, public art installations, fitness stations, and bike sharing locations – creating a more intimate and pedestrian friendly streetscape.

This segment was determined to be a high priority for implementation due to high traffic counts, pedestrian visibility, and the opportunity to extend previously completed improvements to 10th Street.

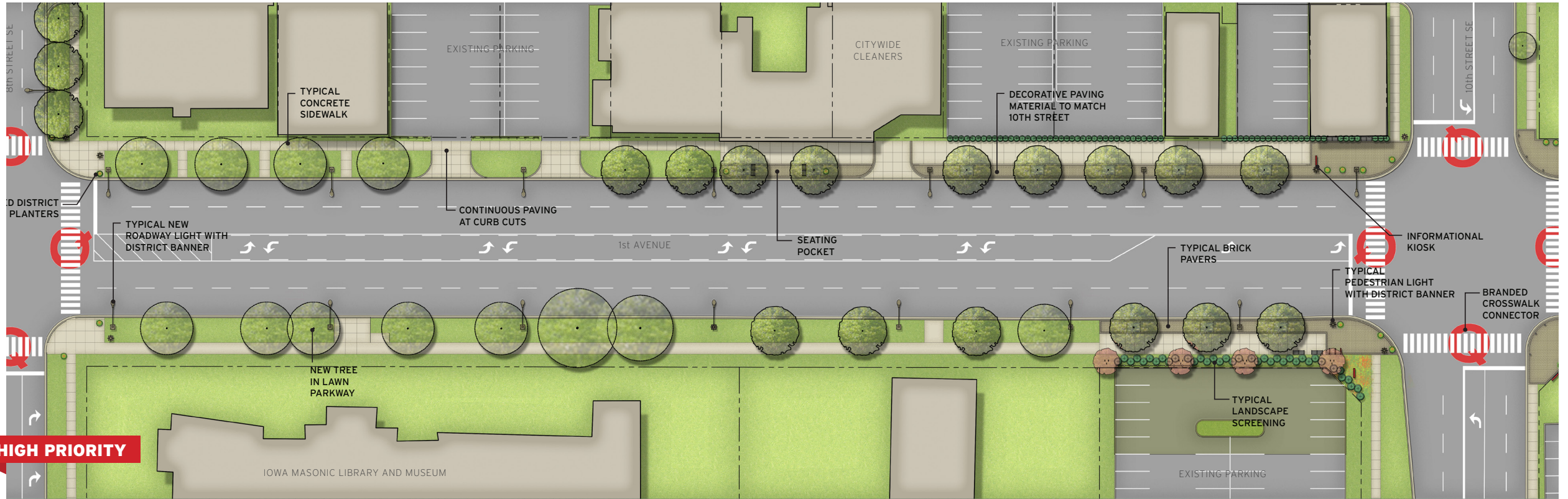
Cost Estimate:

\$1,032,000

\$487/LF

- **Streetscape Soft Costs:** \$125,000
- **Hardscape Work:** \$675,000
- **Signage, Identity, and Wayfinding:** \$150,000
- **Landscaping:** \$82,000





PLAN VIEW - 8TH STREET TO 10TH STREET



#2

Priority Action Area A2: 1ST AVENUE – 8TH TO 10TH STREET

Primary improvements to this segment include new parkway trees, continuous paving at curb cuts, new sidewalks, seating and gathering spaces with brick pavers and tree grates, landscape screening for parking lots, and district identifiers such as branded crosswalks, corner planters, and light standards. The intersection of 1st Avenue and 10th Street becomes a highly visible and prominent feature with large seating and gathering areas, informational kiosks, and potential bike share and fitness stations.

This segment was determined to be a high priority for implementation due to 1st Avenue's high traffic counts, pedestrian visibility, and access to 10th Street, Coe College and Downtown Cedar Rapids.

Cost Estimate:

\$506,850

\$327/LF

- **Streetscape Soft Costs:** \$75,000
- **Hardscape Work:** \$200,000
- **Signage, Identity, and Wayfinding:** \$140,000
- **Landscaping:** \$91,850





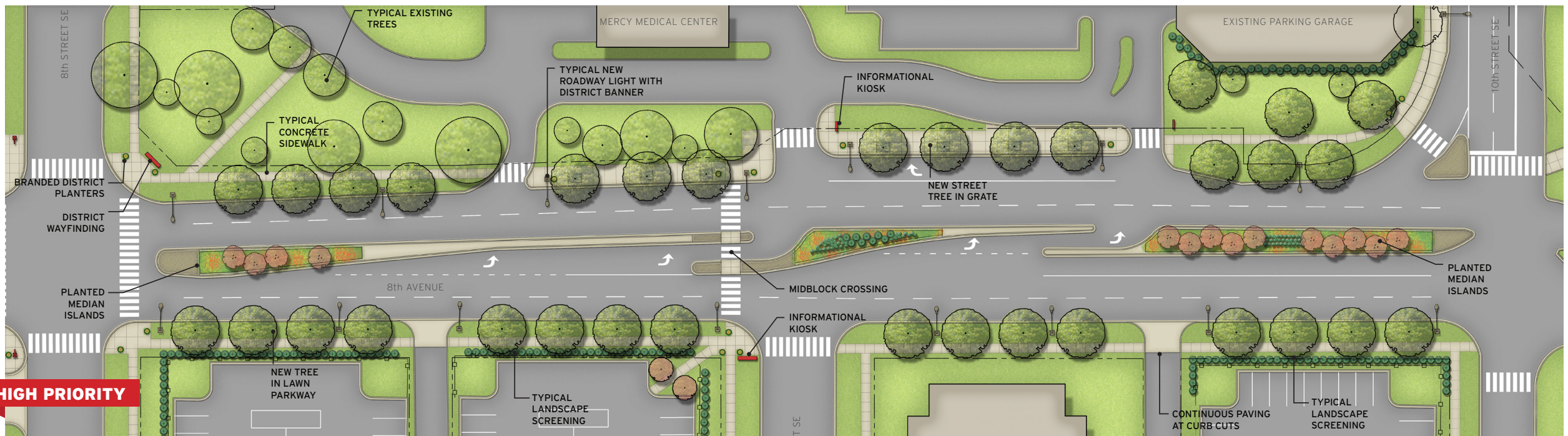
HIGH PRIORITY

SCALE: 1"=60'

0 30' 60' 120'



PLAN VIEW - 7TH STREET TO 8TH STREET



HIGH PRIORITY

PLAN VIEW - 8TH STREET TO 10TH STREET

#3

Priority Action Area E1:

8TH AVENUE – 7TH TO 10TH STREET

Applicable to Priority Action Area E3

Primary improvements to this segment include extensive landscape screening of large parking lots, and improved pedestrian connectivity. Additional improvements include continuous paving at curb cuts, branded kiosks, lights, planter, and wayfinding elements. This segment is a candidate for public art, unique branding elements, bike share locations, and fitness stations.

This schematic design represents a vision for the entire 8th Avenue corridor and would eventually be applied to Priority Action Area E3 and parts of E2.

This segment was determined to be a high priority for implementation and is the critical southern corridor for the district and a major access point between 10th Street, Mercy Medical Center, and Downtown Cedar Rapids.

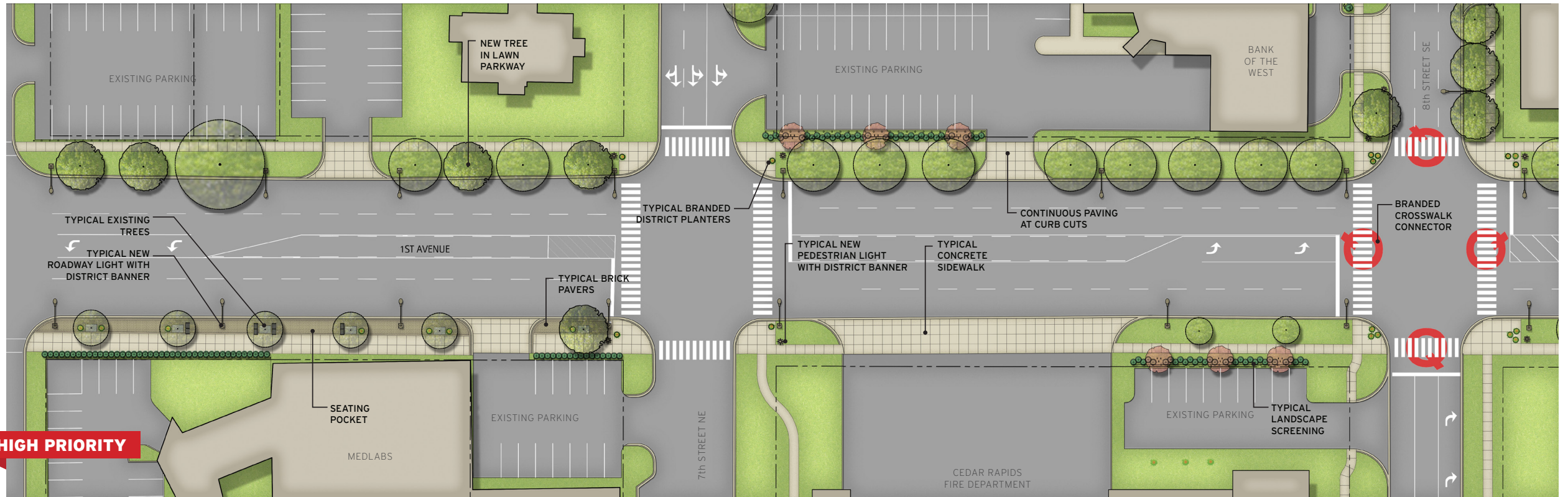
Cost Estimate:

\$1,069,000

\$513/LF

- **Streetscape Soft Costs:** \$125,000
- **Hardscape Work:** \$695,000
- **Signage, Identity, and Wayfinding:** \$149,000
- **Landscaping:** \$100,000





HIGH PRIORITY

PLAN VIEW - 6TH STREET TO 8TH STREET



#4

Priority Action Area A1: 1ST AVENUE – 6TH TO 8TH STREET

This segment of 1st Avenue serves as a gateway between the primary retail area of Cedar Rapids, 10th Street, and Coe College. Primary improvements include new parkway trees, continuous paving at curb cuts, new sidewalks, seating and gathering spaces with brick pavers and tree grates, landscape screening for parking lots, and district identifiers such as branded crosswalks, district banners, corner planters, and light standards.

This segment was determined to be a high priority for implementation due to 1st Avenue's high traffic counts, pedestrian visibility, and access to proximate Coe College, the 10th Street spine, and Downtown Cedar Rapids.

Cost Estimate:

\$474,150

\$327/LF

- **Streetscape Soft Costs:** \$71,000
- **Hardscape Work:** \$200,000
- **Signage, Identity, and Wayfinding:** \$125,000
- **Landscaping:** \$78,150





PLAN VIEW - 10TH STREET TO 12TH STREET

SCALE: 1"=60'



#5

Priority Action Area A3: 1ST AVENUE – 10TH TO 12TH STREET

This segment of 1st Avenue acts as a transition between Coe College, and the MedQuarter. Primary improvements along this segment of 1st Avenue include new parkway trees, branded pedestrian lights, and landscape screening for parking areas. An improved gathering space with branded district planters, and an improved pedestrian crossing is located at 12th Street. Major brand identity is focused at the 10th Street intersection. The large parking garage to the north could be a candidate for public art.

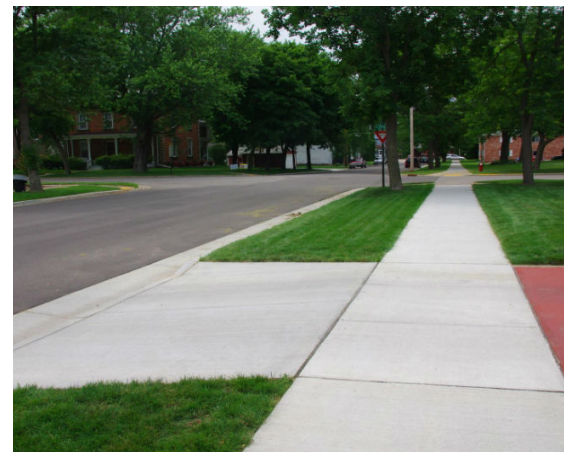
This segment was determined to be a high priority for implementation due to 1st Avenue's high traffic counts, pedestrian visibility, and access between proximate Coe College, the 10th Street spine, and Downtown Cedar Rapids.

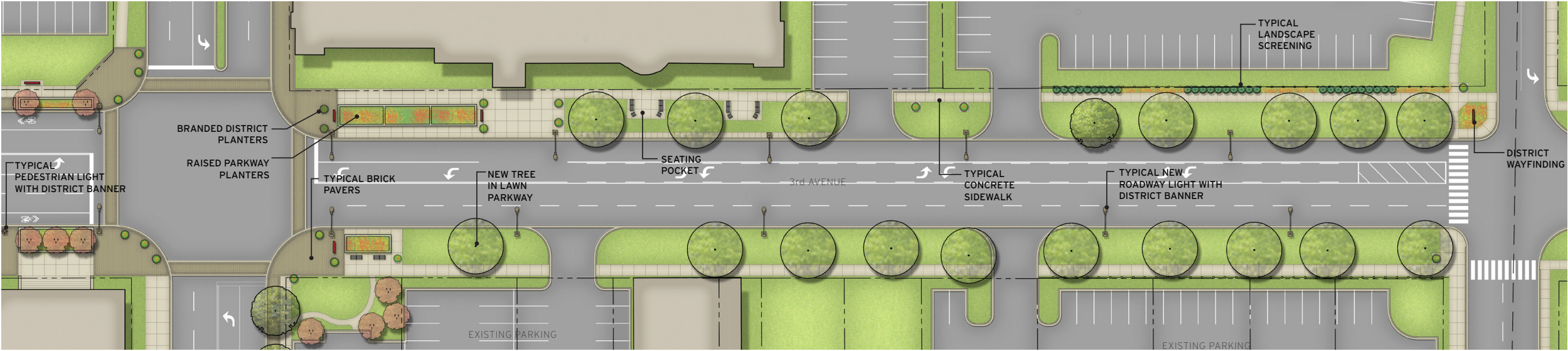
Cost Estimate:

\$474,150

\$327/LF

- **Streetscape Soft Costs:** \$71,000
- **Hardscape Work:** \$200,000
- **Signage, Identity, and Wayfinding:** \$125,000
- **Landscaping:** \$78,150





PLAN VIEW - 8TH STREET TO 10TH STREET



PLAN VIEW - 10TH STREET TO 12TH STREET



Priority Action Areas C1 & C2:

3RD AVENUE "CONNECT" - 8TH TO 12TH STREETS

The importance of the 3rd Avenue corridor extends beyond the MedQuarter boundaries. The corridor connects the MedQuarter south to Greene Square, the Cedar Rapids Museum of Art, Downtown Cedar Rapids, Plaza and Riverfront Parks, and across the Cedar River. To the north this corridor connects to Huston Park, Redmond Park, and many vibrant neighborhoods. Primary improvements include new parkway trees and landscaping, traffic calming bump outs at major intersections, branded wayfinding and light poles, and new seating areas with branded planters. This segment also includes existing bike lanes, and is a candidate for public art, new pocket parks, branded kiosks, fitness stations, and bike sharing locations.

The 3rd Avenue "Connect" could also consider the schematic design shown for the 4th Avenue "Greenway" if funding is made available.

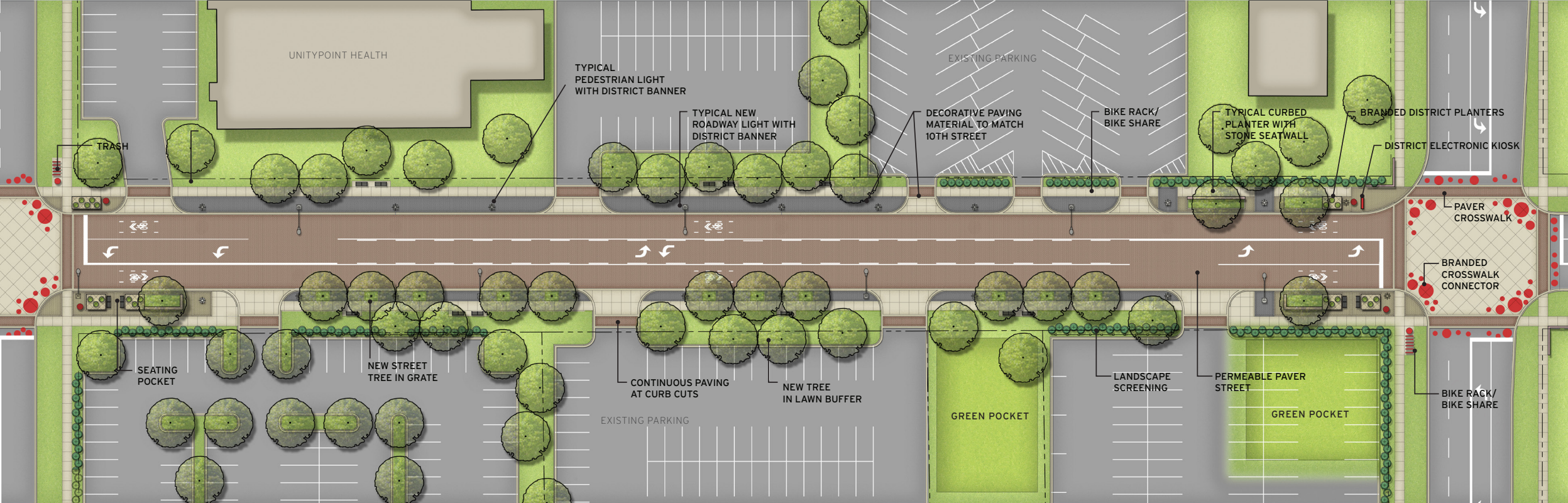
This segment was determined to be a lower priority for implementation.

Cost Estimate:

\$1,146,000
\$387/LF

- **Streetscape Soft Costs:** \$140,000
- **Hardscape Work:** \$745,000
- **Signage, Identity, and Wayfinding:** \$170,000
- **Landscaping:** \$91,000





PLAN VIEW - 8TH STREET TO 10TH STREET



Priority Action Areas D1:
4TH AVENUE "GREENWAY" - 6TH TO 10TH STREETS

Applicable to Priority Action Area D2

4th Avenue was identified as a potential Greenway in the Master Development Plan due to its centrality and potential locations for pocket parks and green nodes. The schematic design for the greenway incorporates permeable pavers, dedicated bike lanes, raised planters and seatwalls, seating pockets, branded kiosks, branded wayfinding elements and lights, bike share locations, continuous paving at curb cuts, extensive landscape screening of parking areas, and branded paver crosswalks. This segment of street is a prime candidate for public art installations, unique brand identity features, and new pocket parks and green nodes.

This concept envisions the highest level of improvement and brand identity within the district and could be mimicked on any street as funding becomes available or priorities change. Although the entirety of 4th Avenue was not drawn, the treatment shown in this segment could be applied between 12th Street and 6th Street and is applicable to Priority Action Area D2.

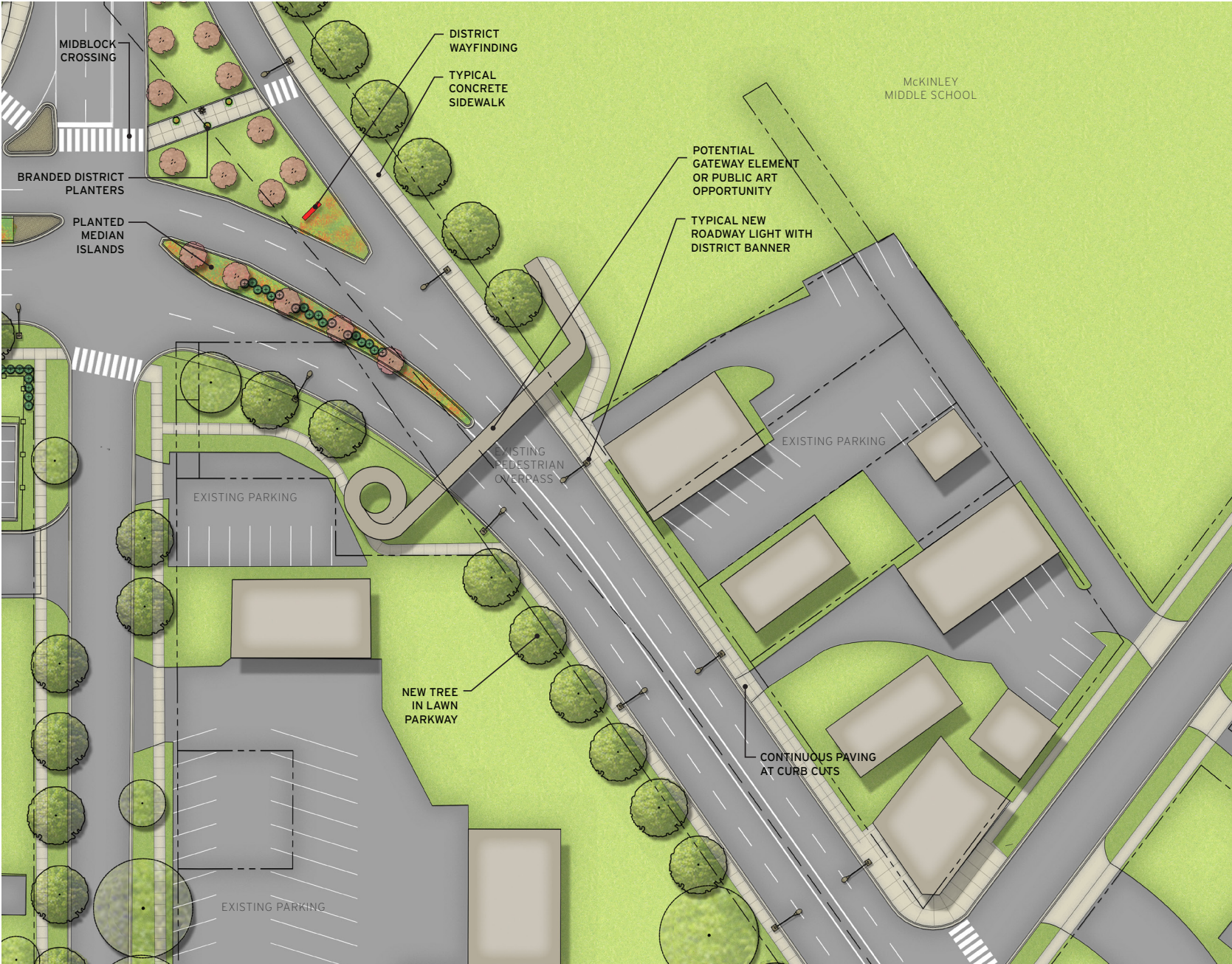
This segment was determined to be a lower priority for implementation, primarily due to recent city investment. However, several locations along 4th Avenue have been identified for future green pockets, experiential and identity installations, and potential pollinator habitat.

Cost Estimate:

\$2,859,000
\$953/LF

- **Streetscape Soft Costs:** \$280,000
- **Hardscape Work:** \$2,000,000
- **Signage, Identity, and Wayfinding:** \$425,000
- **Landscaping:** \$154,000





SCALE: 1"=60'



PLAN VIEW - 10TH STREET TO 9TH AVENUE

Priority Action Area E2: 8TH AVENUE – 10TH STREET TO 9TH AVENUE

This segment of 8th Avenue is a simplified version of Priority Action Area E1. Primary improvements include new parkway trees, continuous paving at curb cuts, improved crosswalks, planted medians that could incorporate pollinator habitat, and branded lights, planters, and district wayfinding. The pedestrian overpass across 9th Avenue is a candidate for public art.

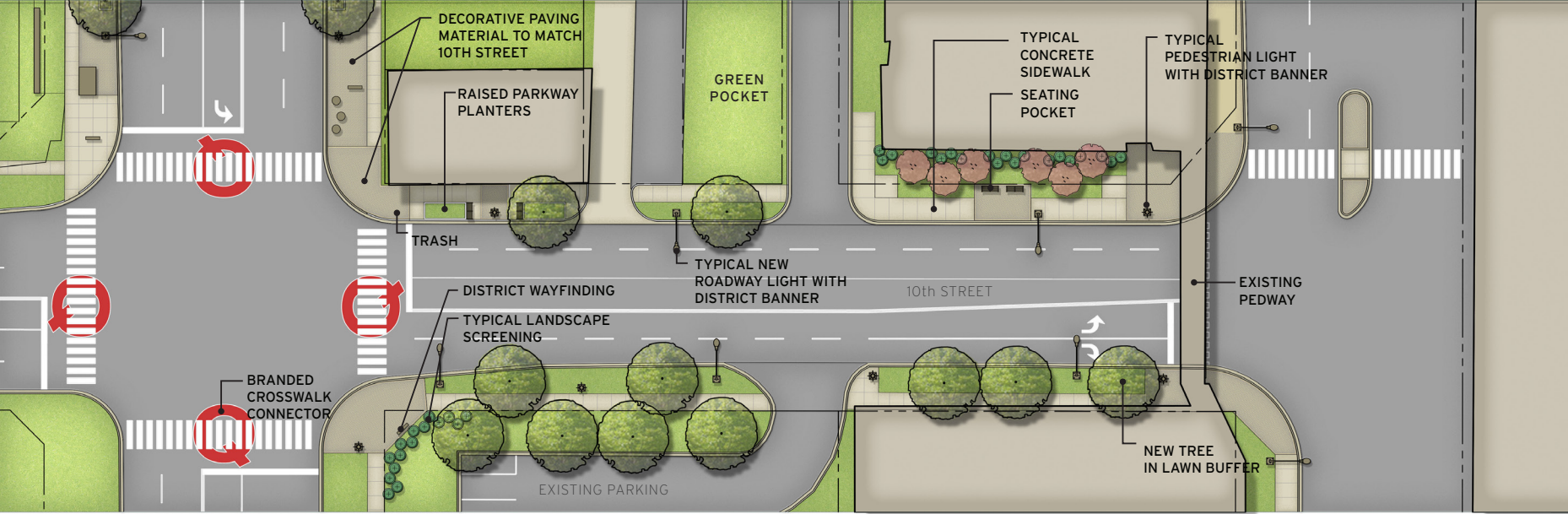
This segment was determined to be a lower priority for implementation.

Cost Estimate:

\$644,328
\$513/LF

- **Streetscape Soft Costs:** \$77,328
- **Hardscape Work:** \$415,000
- **Signage, Identity, and Wayfinding:** \$100,000
- **Landscaping:** \$52,000





PLAN VIEW - A AVENUE NE TO 1ST AVENUE

Priority Action Area B1:
10TH STREET – A AVENUE NE TO 1ST AVENUE

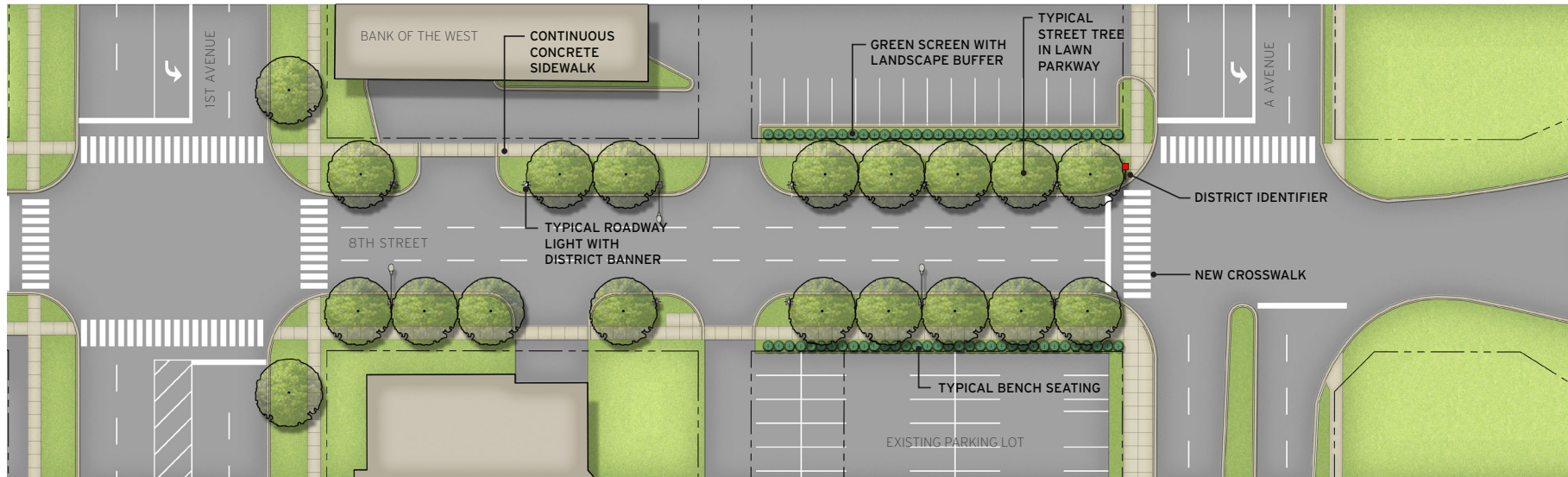
Primary improvements to this segment of 10th Street mimic the existing 10th Street improvements with similar hardscape treatments, branded pedestrian lights, raised planters, and new landscape screening and parkway trees. The large adjacent parking garage and pedway are candidates for public art. Improved pedestrian crossings, and district wayfinding and identifiers are located at 1st Avenue.

This segment was determined to be a lower priority for implementation.

Cost Estimate:
\$379,900
\$543/LF

- **Streetscape Soft Costs:** \$45,000
- **Hardscape Work:** \$245,000
- **Signage, Identity, and Wayfinding:** \$57,000
- **Landscaping:** \$32,900





PLAN VIEW - 1ST AVENUE TO A AVENUE

SCALE: 1"=60'

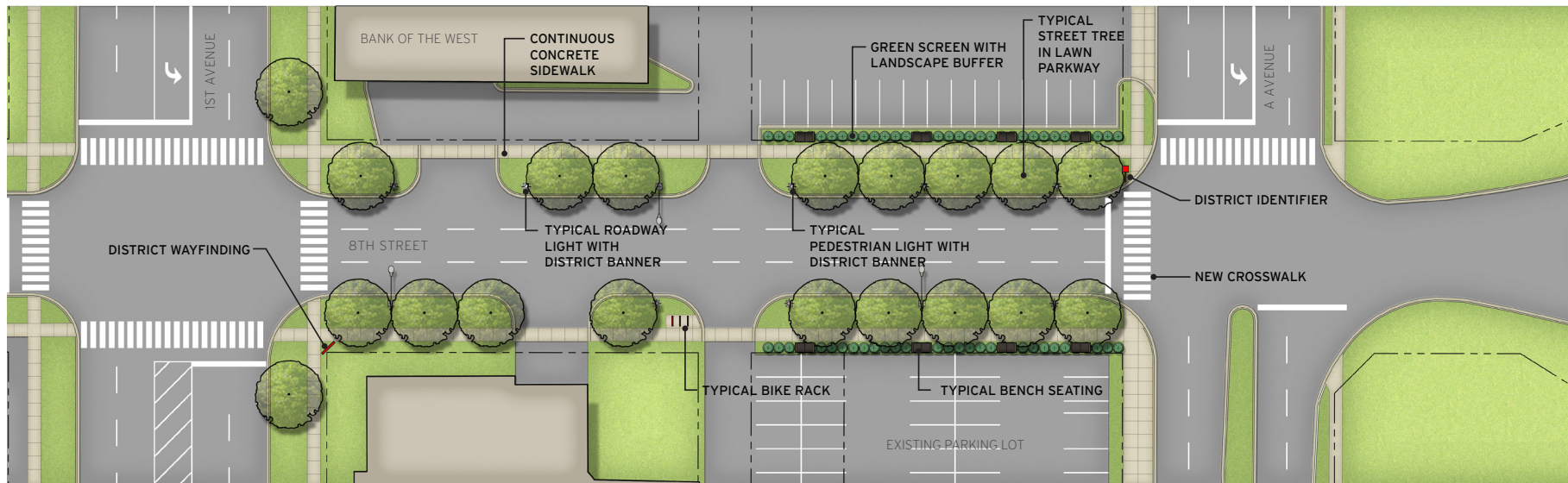


Base Level

- Improved Sidewalks
- (1) District Identifiers
- Soil Work
- Drainage
- Sod Parkway
- Trees in Parkway
- Crosswalk Striping
- Shrub Screening at Surface Parking
- Banner Program as Applicable

Cost Estimate:

\$130/LF



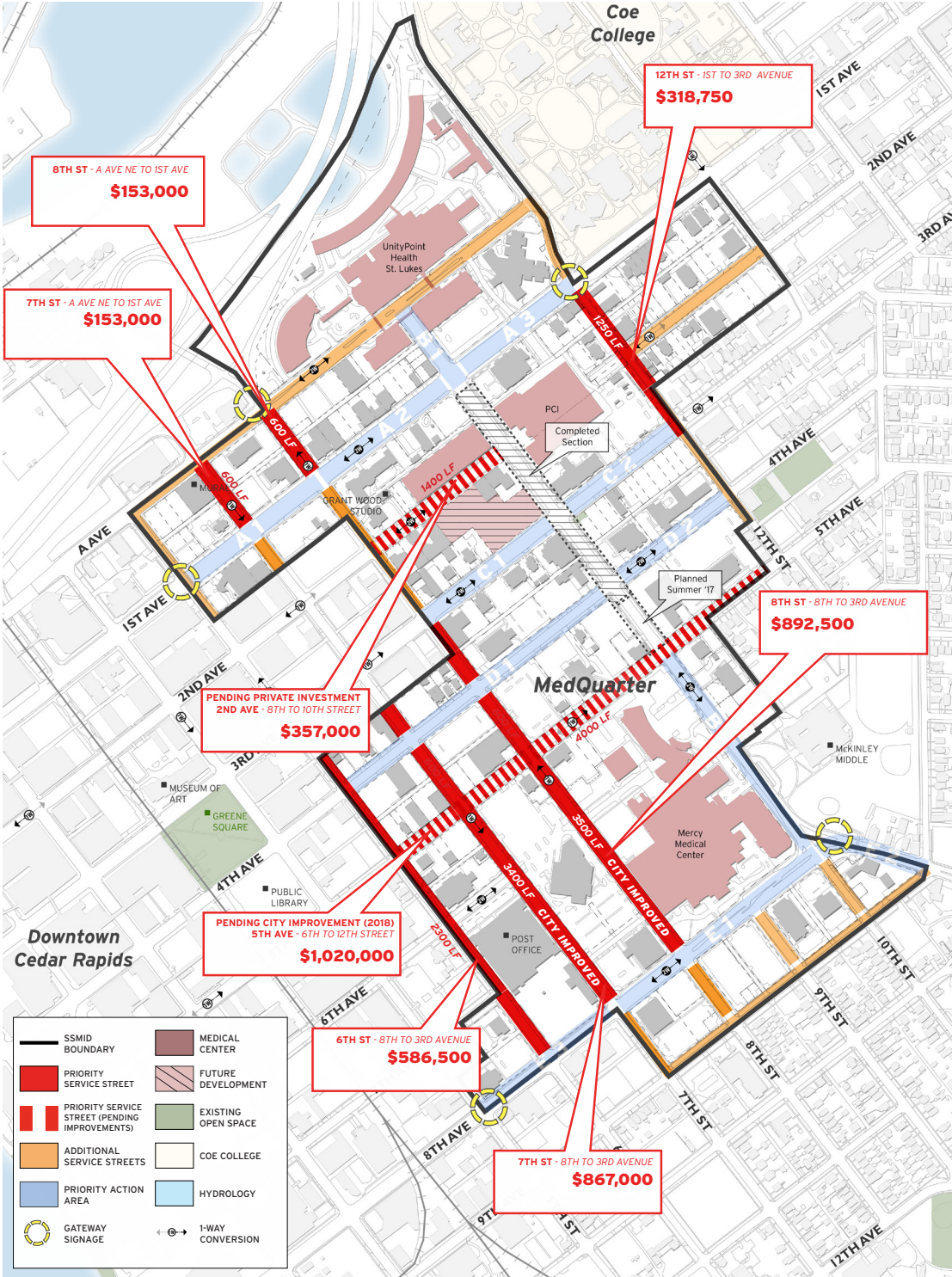
PLAN VIEW - 1ST AVENUE TO A AVENUE

Enhanced Level

- Base Level Elements
- District Wayfinding Element
- (1-2) District Street Lights
- Enhanced Parking Lot Screening
- Bench/Seating/Bike Parking

Cost Estimate:

\$255/LF



Service Streets

Many properties within the MedQuarter are served by service streets. These provide convenient access to parking and service areas but are less visible and represent a lower need for investment and brand visibility. Some Service Streets have already received investment through the City of Cedar Rapids and the Paving for Progress Program while others remain in existing condition. The plans on the previous page should be used as design guidelines for future capital improvements by the City of Cedar Rapids.

Service Streets represent a large percentage of roadway within the MedQuarter. In order to better guide implementation, service Streets were divided into two categories; *Priority Service Streets* (red), and *Additional Service Streets* (orange). Priority Service Streets may be conducive to an enhanced treatment including limited brand identifiers and improvements enhanced parkway improvements. Additional Service Streets represent a base level of investment.

In total, Priority Service Streets represent 17,050 square feet and could be improved for an estimated cost of \$4,347,770 while Additional Service Streets represent 13,450 square feet and could be improved at an estimated cost of \$1,748,500. Investment in these streets, although a lower priority, remain essential to the creation of a unified district aesthetic and visitor experience.

STREET TYPE	LF COST	SUB-TOTAL COST
PRIORITY SERVICE STREETS	\$255/LF (17,050 LF)	\$4,347,770
SECONDARY SERVICE STREETS	\$130/LF (13,450 LF)	\$1,748,500
TOTAL COST:		\$6,096,270

					Responsible Party			4Total Cost
Streetscape Priority	Action Area Description		Length (both sides)	2Underground Infrastructure Cost	3Above Ground Infrastructure Cost	District Streetscape Treatment Cost	Extra Off of Right of Way Treatments	
#1	B2	10th Street (5th - 8th Avenues)	2,120 LF	TBD	\$306,000	\$726,000	\$0	\$1,032,000 \$487/LF
#2	A2	1st Avenue (8th - 10th Streets)	1,550 LF	TBD	\$0	\$506,850	\$0	\$506,850 \$327/LF
#3	E1	8th Avenue (7th - 10th Streets)	2,080 LF	TBD	\$316,000	\$548,000	\$205,000	\$1,069,000 \$513/LF
#4	A1	1st Avenue (6th - 8th Streets)	1,450 LF	TBD	\$0	\$474,150	\$0	\$474,150 \$327/LF
#5	A3	1st Avenue (10th - 12th Streets)	1,450 LF	TBD	\$0	\$474,150	\$0	\$474,150 \$327/LF
#6	C1	3rd Avenue "Connect" (8th - 10th Streets)	1,350 LF	TBD	\$51,000	\$507,500	\$14,500	\$573,000 \$387/LF
#7	C2	3rd Avenue "Connect" (10th - 12th Streets)	1,350 LF	TBD	\$51,000	\$507,500	\$14,500	\$573,000 \$387/LF
#7	D1	4th Avenue "Greenway" (6th - 10th Streets)	3,000 LF	TBD	\$0	\$2,287,200	\$571,800	\$2,859,000 \$953/LF
#7	E3	8th Avenue (5th - 7th Streets)	1,040 LF	TBD	\$158,000	\$274,000	\$102,500	\$534,000 \$513/LF
#8	E2	8th Avenue (10th Street - 9th Avenue around corner)	1,256 LF	TBD	\$193,298	\$328,608	\$122,422	\$644,328 \$513/LF
#9	B1	10th Street (A Ave. NE - 1st Ave)	700 LF	TBD	\$101,100	\$239,800	\$39,000	\$379,900 \$543/LF
#9	D2	4th Avenue "Greenway" (10th - 12th Streets)	1,350 LF	TBD	\$0	\$1,009,800	\$276,750	\$1,286,550 \$953/LF
1Subtotal Costs				TBD	\$1,176,398	\$7,883,558	\$1,346,472	\$10,406,428
A+E Costs				TBD	\$117,640	\$788,355	\$134,650	\$1,040,645
								\$11,447,073

1Costs include contingency and reasonable mobilization fee based on scope (No A+E Fee)

2Includes underground utilities, infrastructure, and services. Costs **not** reflected in total investment

3Includes curb/gutter, street replacement/restoration or widening, and standard street lighting

4All costs subject to change and are based on 2016/2017 pricing (no escalation)

5Maintenance costs are **not** reflected in total estimated investment

Sequence of Improvements

The following sequence of improvements reflects a shared vision crafted between the project team, SSMID, and MedQuarter Standards Committee. Costs are estimates only, and reflect an assumed responsibility between the City, MedQuarter, and private property owners within the district.

Immediate priorities for implementation include finishing 10th Street SE toward 8th Avenue, portions of 1st Avenue between 6th Street and 12th Street, and 8th Avenue from 10th Street to 7th Street. This would complete the majority of 10th Street as well as capture two primary gateways at the north and south of the MedQuarter – creating an enhanced corridor between Downtown, and the three major health providers within the district.

Priority Action Areas:

\$11,447,073

Service Streets:

\$6,096,270

Total Estimated Investment:

\$17,543,343

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