

Focused Discussion Notes
Grouped by Interests

Comments	Interest
1 Reputation/Brand = Quality, service, staff/Doc quality, value/cost	Brand
2 Would need to Market/Brand	Brand
3 Will people come?	Brand
4 How much marketing dollars to bring people in here?	Brand
5 Enhanced Image	Brand
164 I doubt this medical district will be a huge success. There is a well known large university hospital within 23 miles of Cedar Rapids. With Iowa City so close, why will people come here?	Brand
173 Reinforce to Cedar Rapidians the quality of health care and low cost of those services in CR.	Brand
203 Concerned about low reimbursement rates for Iowa. How will this potentially impede the ability to attract physicians, providers, etc to Cedar Rapids?	Brand
7 What's our relationship with UIHC? Big Brother	Competition
8 Can we involve our competition? (UIHC & Mayo)	Competition
9 Will Mercy/STL get along and really cooperate?	Competition
10 What are my taxes?	Cost/Benefit
11 How much will it cost us?	Cost/Benefit
12 What's going to happen when Healthcare reform comes?	Cost/Benefit
14 What is the involvement to the property owners/	Cost/Benefit
15 Rent is maxed - so what's the incentive?	Cost/Benefit
16 Don't want taxes to go far up	Cost/Benefit
17 How to ensure sustainability for small business	Cost/Benefit
18 Taxes are a concern	Cost/Benefit
19 Need Tax estimates based off certain scenarios/ the sooner addressed the better.	Cost/Benefit
138 Need to have more information about the potential tax levy amount.	Cost/Benefit
165 Why would a landlord purchase land in an area that will have extra taxes levied on it?	Cost/Benefit
174 Insure representation with the taxation that will follow for those who are in the Medical District. Those who pay will want to see the plan of improvements.	Cost/Benefit
167 Extra landscaping is an unnecessary and expensive proposition. The money would be better spent creating a low cost or free hostel for low income people with sick relatives in the hospital.	Cost/Benefit
129 Interested in collaboration in small businesses	Economic Development
20 This type of environment would attract secure, permanent employment opportunities	Economic Development
21 A Plus for employee recruitment	Economic Development
22 Hotel is positive	Economic Development
23 Jobs are a positive	Economic Development
24 Longer Stay Hotels	Economic Development
140 If a business doesn't "fit in" will it feel pushed out, excluded, etc? The present diversity of the area is a huge positive and should not be sacrificed.	Economic Development
144 (Like) Restaurants	Economic Development
145 (Like) Hotels	Economic Development

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160 There is little doubt that much of the property within the outline of the M Dist is slowly deteriorating into "fringe" or sub-prime property. If the Med Dist can serve as a catalyst for improvement, development and enhancement then it is worth pursuing.	Economic Development
172 Stress why this is an important economic development tool.	Economic Development
180 job/firm security;	Economic Development
181 Book Store library extension	Economic Development
184 Banking	Economic Development
193 Great overall concept -vision for CR improved taxbase! Reliable employment	Economic Development
194 CR really doesn't have many other opportunities similar to this so it's a great idea and will be a fantastic marketing tool for the city.	Economic Development
69 Appropriate space sidewalks, tree's?	Enhanced Place
70 District could help contain sprawl	Enhanced Place
71 Should it bump up to downtown district?	Enhanced Place
72 Hotels/support family/quests (Long term)	Enhanced Place
73 Good district example - Univ. Colorado	Enhanced Place
74 Trees/Flowers/Sculptures/greenery	Enhanced Place
75 artwork from locals	Enhanced Place
76 Ugly Park Benches	Enhanced Place
77 Creative thought to make it inviting	Enhanced Place
78 Repurpose as many of the older buildings as possible - Maintain quality of existing structures, old mansions etc.	Enhanced Place
79 Like the feel and ease of getting around the University of Illinois - Chicago hospital district.	Enhanced Place
81 Street Art is important	Enhanced Place
82 Prohibit urban sprawl - don't limit buildings to 2 to 3 stories - build high	Enhanced Place
83 Landscaping	Enhanced Place
84 Put utilities underground.	Enhanced Place
85 Utilities: Underground (cost?)	Enhanced Place
126 Encourage taller buildings, Visually more attractive, creates more foot traffic and reduces urban sprawl.	Enhanced Place
134 Landscaping	Enhanced Place
141 Love this concept, esp post flood! Bold!	Enhanced Place
147 (Like) Beautify	Enhanced Place
179 Restaurants, under(ground)utilities, going green.	Enhanced Place
186 Arts, theatre, restaurant, retail, residential housing, education, transportation, hotels, green space, short and long term quest housing (Ronald McDonald, etc) more medical related businesses.	Enhanced Place
189 Streetscape, unified theme, signage and sidewalks, continuity	Enhanced Place
195 Pedestrian friendly, signage, x-walks, banners	Enhanced Place
196 Hotel, retail, arts, theatre, restaurants	Enhanced Place
182 Coffee house	Enhanced Place
212 Street scapes and a destination look with full range of service is important. Example- Restaurants, pharmacy, retail, etc.	Enhanced Place

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25 Flood protection plans?	Flood
26 Flood issues in Medical District?	Flood
169 What will protect the medical district from another flood?	Flood
27 Will City have a vote on the Steering Committee?	Governance
28 How do we get Citizen support	Governance
29 Commission needs to be tuned in to property owners. But move thing forward	Governance
30 How will this be different than the Riverfront property - that failed- what did they learn?	Governance
154 How can a SSMID "or can it?" develop building or zoning requirements to require a level of building codes, architectural, etc.	Governance
187 Would like to see conversations w/property owners before we read it in the media, which isn't always reliable.	Governance
32 Needs greenspace/landscaping-gardens	Green Space
33 More green space rather than dense Businesses.	Green Space
34 Don't forget Green Space...maybe over top of UG parking.	Green Space
35 Integrated parks and place for families to recreate.	Green Space
168 Save the landscaping money and create a rooftop green area on the roofs of the hospitals and PCI buildings.	Green Space
192 Parks and Rec, open space, greenspace-inviting	Green Space
139 I think this is a good idea but am mainly concerned about the value placed on and consideration given to existing businesses and structures, many historic, withing proposed district.	Historic Preservation
6 Opportunity for hospitals to integrate more (IT, avoid duplication, coordinated planning, Navigator, avoid duplication.	Medical Destination
36 Like the idea of consolidating Clinics and medical services into one area- would reduce transporting patients around from one specialist to another.	Medical Destination
37 Attract Businesses/Patients/Visitors	Medical Destination
38 Regional Pull	Medical Destination
39 Healthcare educational facilityy (Campus)	Medical Destination
40 Cancer Center - more than community ==>regional!	Medical Destination
41 Cancer Center differentiates	Medical Destination
42 Cancer Center - High level quality = Brand	Medical Destination
185 Reducing duplication of services	Medical Destination
206 The less duplication of services, the better...	Medical Destination
207 Small group discussions didn't work - small enough group should have had one discussion or more facilitators to break into smaller groups - we couldn't hear or participate at all.	Meeting
43 Like the idea of mixed use facilities - Condo, Small grocery, retail stores w/parking - like Seattle.	Mixed Use
44 Shopping and restaurants -> attractive	Mixed Use
45 *Services/businesses must have extended hours, weekends	Mixed Use
46 Offer alternative Svcs (e.g. Massages)	Mixed Use

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47 Unique shopping - Will the "Other" amenities really be there?	Mixed Use
48 Will these shop be utilized in the Medical District?	Mixed Use
49 Improved residential living opportunities	Mixed Use
50 More restaurants and coffee shops	Mixed Use
51 Shops'/rest, etc	Mixed Use
52 Entertainment/Rest/Shops/ATM's	Mixed Use
146 (Like)Condo/Residences	Mixed Use
13 (Services) Reimbursement (Rate) is poor?	Other
53 Keeping all properties up to code!!!	Other
54 Access during construction	Other
55 Parking: (Imm Conc) cannot afford to lose parking, 5 min is long walk for older citizens	Parking
56 * Parking	Parking
57 0 Vacant Lots - Parking is a must: Transportation may be needed - Separate System	Parking
58 Parking is short	Parking
59 System of parking that addresses concerns of "Customers" vs "Employee" needs	Parking
60 Parking (e.g. Iowa City)	Parking
149 Parking	Parking
61 Like ability to walk around district-Pedestrian friendly	Pedestrian Friendly
62 Pedestrian friendly Plaza's like those along Nicolet Ave in MN	Pedestrian Friendly
63 Walking distance/ 5 minutes radius-Really	Pedestrian Friendly
64 Pedestrian friendly and bicycle friendly.	Pedestrian Friendly
65 Walking/Attractive	Pedestrian Friendly
66 Skywalks	Pedestrian Friendly
67 Underground access because weather is bad	Pedestrian Friendly
68 Skywalks to connect?	Pedestrian Friendly
133 For me, green space/pedestrian traffic/environmentally friendly are important	Pedestrian Friendly
143 (Like)Pedestrian Friendly	Pedestrian Friendly
158 I really like that the plan incorporates formalized bike lanes for no-automobile transportation.	Pedestrian Friendly
178 Ability to walk around District - Pedestrian friendly, plaza environment-Pedestrian friendly.	Pedestrian Friendly
183 recreational services, bike trails	Pedestrian Friendly
80 Churches fit into the district considering the founding organizations of the two hospitals (First Luthern and IC)	Plan
127 I propose expanding the boundaries east to include 1st Av to 3rd Ave up to 17th or as far as 19th. (More on form)	Plan
31 Property owners voice at the table so improvements are made in the district not just 10th street. All properties included.	Plan
130 Great area for this project, one will connect the two hospitals together.	Plan
131 Great project, this project will help our community to grow and succeed! Especially clean around our downtown and restaurants and walking trails!	Plan

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132 Exciting Prospect, continue to keep everyone informed and involved	Plan
136 I have no problems with the proposals suggested to this point.	Plan
137 Seems to be a good Concept that has potential benefit to current business owners and to encourage/attract new businesses.	Plan
151 Great to hear this is happening!	Plan
152 Shows promise	Plan
153 Excellent planning & timing - this could be something that could make a tremendous difference in 10-20 years.	Plan
156 Good work to date.	Plan
157 Seems well thought out and comprehensive	Plan
161 Little or nothing is listed in "care giving" and the healthcare which must be the core purpose. Are the "users(?) of care" the ones who will pay for it (With government medicare/medicaid taxation).	Plan
162 Will residential areas (Multi, hotel, etc residence housing for medical personnel be delineated or dependant on "development" activities?	Plan
163 Are churches included in the SSMID?	Plan
175 Great idea!With the national recognition we(cr) have already recieved along with the physicians and services already available, I feel we are already off to a good start, no a great start!	Plan
176 (Cont) Quality of care and cost are definitely already in place, so lets do what we need to continue it and stop duplicating services. We need to do what we can do to give quality of life to all CR citizens and others who may come to CR.	Plan
197 Keep going!	Plan
198 Security/parking/churches, housing/food + others	Plan
199 Like the idea of a safer walking area for this area, getting it cleaned up, better lighting, etc. Plants, benches, better sgrtreetes and sidewalks	Plan
200 We need to move forward in this city, we are in favor of anyting that would help us improve this area.	Plan
201 Like it overall. Nneed to keep it affordable, achievable and accessible to all participants	Plan
205 Proposed District Purpose and Objectives are good. In the current environment we need to maintain whatever competitive advantages we can.	Plan
208 If the proposed area has 90% of all medical in it already why focus on 10th St for so much of the cost? Make whole area pretty, safer, etc. Good Concept	Plan
211 Excited about Vision. Coupled with Downtown District, could be a powerful economic impetus for Cedar Rapids	Plan
214 Let's Do it!	Plan
86 How security managed w/district?	Security
87 Enhanced lighting positive but needs to consider type for safety (e.g. Mercy type bad)	Security

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88 *Security/Lighting--Campus phones(security) cameras	Security
89 Homeless folks	Security
90 ***Security /Lighting	Security
91 Lighting	Security
92 Trying to build heaven but what's around heaven - Nasty Neighborhood.	Security
93 Two Issues to focus on: 1)Security, and2) do it right - Follow through to completion	Security
94 Safety - Pedestrian, Vehicle and property safety is needed - do not feel safe after dark	Security
95 Deal with the perception that it is not safe, the fring may be iffy at times but core is much better than people think.	Security
96 Safety/Security	Security
97 * Enhanced Lighting	Security
98 * Security	Security
128 Lighting on streets	Security
155 I think you will need "emergency" stations that raise the confidence of visitors like what you see on college campuses.	Security
170 You do realize that from 10th street and up to 14th street has the worst crime rate in the city. What are you going to do to protect pedestrians?	Security
202 Security is key, May be hard to secure this area considering the surrounding neighborhoods.	Security
148 Safety, crime prevention	Security
186 Early childhood and ill children care service,	Services
191 Family - Daycare children	Services
99 snow/sand removal	Services
100 Need an early childhood Mildly Ill Facilitate (Childcare)	Services
101 Like enhanced svcs (e.g. snow removal)	Services
102 Enhanced svcs needed after investment (snow, cleaning, etc)	Services
103 Wireless access	Services
104 Painting benches/maintaining plantings is important	Services
105 Some continuity and consistency in maintenance of landscaping across district.	Services
213 Having the necessary service to maintain and support the district's desired "look"	Services
106 Return to selective 2 way street, helps with turns and slows traffic down so you can turn	Traffic Flows
107 Worried about changing traffic flow in a way that would cause people to avoid coming into district.	Traffic Flows
108 Traffic control to encourage walking	Traffic Flows
109 *Traffic Control	Traffic Flows
110 Evaluate one way streets	Traffic Flows
111 Blocking Alley ways	Traffic Flows
112 Turn lanes have competing traffic	Traffic Flows
113 * Traffic flow - concern about gateway and getting through lights to get to I-380. Concern for out -of-town travelers	Traffic Flows
114 Finding the district to traffic flow need to be simple	Traffic Flows

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115 Two way traffic	Traffic Flows
166 I would like 6th street left as a two way street.	Traffic Flows
177 Return to selective 2 way to slow traffic;	Traffic Flows
188 Revisit traffic, selective 2-way plan-slow traffic through corridor; Plan alternative traffic plans for local commuters around medical district	Traffic Flows
204 Traffic on/off 380 @7th & 8th will have to be addressed.	Traffic Flows
116 Transit/circulator (Dedicated to district)	Transit
117 Handicap	Transit
118 Determine how best to get around district without getting your car - do not need full size buses.	Transit
119 Transit	Transit
150 Transportation w/in District and Downtown	Transit
171 Where are you going to park to take advantage of transit circulators?	Transit
190 Connection with Downtown Business District, Light transportation access to food and entertainment Signage that would tell you are in the "district".	Transit Wayfinding
120 Demarcate district by signage and banners and/or street scapes with different color side walks/different textures.	Wayfinding
121 College campus type wayfinding/maps	Wayfinding
122 Include churches in a wayfinding-svc info	Wayfinding
123 Signage	Wayfinding
124 District Identification Tools	Wayfinding
125 signage etc should create a definite border. Wayfinding to find where you are is a definite need.	Wayfinding
135 Signage/banners	Wayfinding
142 (Like) identify District/Border	Wayfinding
159 Directional Signage will be an important factor in the successful navigation within the Medical District by visitors.	Wayfinding