

Scenario A – Breakout II – Reinvestment (Housing and Business)

Strengths

Arts Districts: 30

- Redevelop Pepsi site for arts and culture – creates arts corridor (8)
- Art connection with downtown (Item #2) (6)
- 1st Ave. and 380 Arts District (5)
- Art connection (5)
- Like art connection linked with downtown (4)
- New art and community on west bank (1st Ave. & South) is a good way to spur development (2)

3rd Street: 29

- Assets tend to be connected on 3rd Street (7)
- Focus on 3rd St. SE – already some existing elements to build upon, and already already connects to Sinclair (6)
- 3rd St. has infrastructure in place to support increased traffic/development (5)
- 3rd Street District (4)
- 3rd St. District concept good (4)
- 3rd st. districts ability to tie ito both sides of the river (3)
- Linking hospitals
- Development of business/housing on 3rd Street east

Ellis and 6th St: 28

- Keeps business on Ellis (6)
- 6th Street focus (5)
- Strengthening neighborhoods along Ellis and 6th (4)
- 6th Street to Ellis connection to schools (4)
- Ellis – 6th Redevelopment creates Mainstreet attitude (3)
- Neighborhood-focused and business/ services along Ellis (2)
- Reinvesting areas along 6th and Ellis (2)
- Enlargement of business centers on Ellis Blvd (2)
- Assts connected on Ellis (2)
- Strenthening business centers on Ellis lvd.
- Commercial nodes along Ellis
- Housing and business focus on Ellis

Aligns with Existing Assets: 20

- Potential to expand on existing resources (smart growth) (9)
- Goes along with existing development (4)
- Provides good opportunity for keeping housing opportunities close to river/existing neighborhoods (4)
- Advantage of existing neighborhoods/corridors (3)
- #2, positive plan strengths what we have

Czech Village and Time Check: 19

- Keeps Time Check (6)
- Like focus in Czech Village (5)
- Czech Inclusive of Time Check and new Bo (3)
- Recognizing a great plan in Czech Village and New Bo (3)
- Replacing Time Check (1)
- Time Check recreation center (1)
- Village extension north and south on C Street

Unique Other: 19

- Redevelop for culture and community resource – Salem Church area (7)
- 10th St bridges downtown & Coe College (5)
- Increasing the tax base (3)
- Separating and spreading out arts and business (2)
- Community center downtown (1)
- Close proximity of residents to the park (1)
- Removed from dikes/floodwalls

New Bo: 17

- Likes arts connection between downtown and New Bo (4)
- Improve New Bo area (4)
- Draw downtown area to New Bo (4)
- Tying Downtown and New Bo (3)
- Downtown/New Bo is destination businesses (2)

Taylor: 17

- Taylor Recreation Center (9)
- Likes reinvestment of Taylor neighborhood (3)
- New community resources around Taylor school (3)
- Cultural/Arts near Taylor (1)
- Addressed Taylor school issues (1)

Medical district: 11

- Linking hospitals – redevelopment along 10th St takes advantage of 3rd St. (5)
- Defined medical district (10th St.) (3)
- Linking hospitals with commercial development 10th (2)
- Adding housing to medical “center” area (1)
- Medical district link
- Like medical district
- Medical connections (district)
- Linking hospitals

West Side: 8

- Large park and art center on west side – makes area more attractive (3)
- West side parked (3)

- West side River Arts Resource (1)
- Cultural next to greenway on West side (1)
- Westside Arts/Community Center (0)
- Westside park (0)

Neighborhood identity: 5

- Helps keep neighborhoods intact (2)
- Reinvest in existing community centers (1)
- Increasing neighborhood centers (1)
- Reinvesting in established neighborhood centers (1)
- Neighborhood center potential

Walking Distance: 2

- Low income/rental housing needs walking distance to facilities (2)
- Services that are within walking distance

People Streets: 1

- Ties bike trails with people streets (1)
- People friendly streets

Sinclair: 1

- Sinclair area being a park (1)

Weaknesses

Greenspace: 25

- Too much greenspace – can't maintain – will be all geese and ducks, and no one will use it. Could be used for other purposes (7)
- Greenway is enough, don't need additional parks (7)
- Lack of focus on River especially Northwest area (5)
- Where are public restrooms (4)
- Doesn't take advantage of greenway by having business and housing along it (2)

Taylor: 20

- - Using Taylor as "Center" (10)
- Commercial centers draws people away from the riverfront (4)
- Using Taylor as "Center" (2)
- Hospitals on one side of bridge (2)
- Rompot not included in arts/community (2)
- Listed neighborhood "Centers" as centers

Unique Other: 17

- Lack of creative vision by developers past and present (8)
- Ignores 3rd Ave cultural district, and 1st Street SE (should be more development, along river less green space) (5)

- More for kids in the park area (Rompot area) Splash pad (3)
- Parks near housing and businesses, further from river not just along it (1)

Medical District: 15

- Allow medical community to build on their own (8)
- Linking hospitals not a priority (5)
- Medical Center – let it happen on its own if they come together (2)

Map / Plan Issues: 14

- Church is listed, but it's not “coming back” (7)
- Brownfields are ignored (4)
- Same as citizen plan that has been ignored for 10 years (3)
Conversation difficult because of map (more key streets, schools needed to

Czech Village & New Bo: 11

- Long history of inaction I Czech Village and New Bo (5)
- Lack of clarity between business and housing in Czech Village (4)
- New Bo and east side seems to have more cultural institutions than west side (2)

Segregation / Division: 11

- Still feel east vs west – segregation – not connected (5)
- Scenario A keeps east and west sides isolated (1st and 3rd ST.) (3)
- Segregation – Ellis area park vs business district (2)
- Huge focus on east side - none on SW (1)

Westside: 11

- Don't like park (Westside) taking away housing options (4)
- Westside greenspace SW and NE between River and I-80 (3)
- Lacks commercial development on west side of river (west downtown) (3)
- Referring to west side, south of 1st Ave. and northeast near Mohawk Park (1)

Financial Impact: 10

- Too many downtown institutions will have a negative impact on taxes (tax breaks) (6)
- Addition of new parks will add burden on maintenance/taxes (4)

Street Concerns: 10

- Concept problem: Gateways are not ped friendly or residential friendly (3)
- Map unclear as to business vs. housing (concerns parking and access) can't back out on busy street (3)
- A Ave – diagonal drive from levy to I380 is too small area for neighborhood (1)
- Inconsistencies in development of major gateways (5th St. on E side no focus vs. 6th St. on W major focus)
- More tourist activities on 8th Ave.
- Emphasis on 3rd St and not connecting to 1st St.
(be marked)

- Don't care for overall plan
- Status quo

Business & Housing Issues: 8

- #2 business/housing area is too big (5)
- Doesn't develop business on C St next to Penford (2)
- Where is A& W (1)
- Map doesn't show diversity of housing

Ellis Blvd: 8

- Ellis/94 bottleneck (2 major gateways intersect) fix E/F ones & RR) (4)
- Art/community resource center too small (Ellis/Time Check) (2)
- Spottiness of Ellis Blvd redevelopment/sustainability (1)
- Expand development from Ellis to river (like Scenario B) (1)

River: 8

- Lack of affordable housing along the river (6)
- Business and housing too far from river (2)

Uptown: 7

- Coe College not tied in (4)
- No mention of Uptown (3)

Community Centers: 7

- Need additional community resource centers (4)
- Lack of current neighborhood centers (Rompot area) (3)

Sinclair: 5

- Too much green space at Sinclair (3)
- Doesn't put housing and business investment around new park at Sinclair property (2)