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MEMO

To: Mayor and Ames City Council Members

From: Steven L. Schainker, City Manager

Date: June 5, 2015

Subject: June 9, 2015 City Council Meeting Agenda - Item 39

At the May 26th meeting, the City Council approved on first reading an ordinance regarding a Lincoln Way Mixed Use Overlay. At that meeting, the City Council passed a motion by a 6 to 0 vote, "to add a subsection under the *Design Principles* section to state that preference would be given for commercial areas to be located parallel to Lincoln Way." You will note that the ordinance that is before you for second reading includes in Section 29.1113(6)(b) this provision.

ORDINANCE NO.

AN ORDINANCE TO AMEND THE MUNICIPAL CODE OF THE CITY OF AMES, IOWA, BY REPEALING SECTION 29.1100 (1) AND ENACTING A NEW SECTION 29.1100 (1), (2)(K) AND SECTION 29.1113 THEREOF, FOR THE PURPOSE OF ALLOWING FOR A LINCOLN WAY MIXED USE OVERLAY ZONE; REPEALING ANY AND ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT TO THE EXTENT OF SUCH CONFLICT; AND ESTABLISHING AN EFFECTIVE DATE.

BE IT ENACTED, by the City Council for the City of Ames, Iowa, that:

Section One. The Municipal Code of the City of Ames, Iowa shall be and the same is hereby amended by enacting new Sections 29.1100(1), (2)(k) and Section 29.1113 as follows:

“Section 29.1100. OVERLAY ZONES:

- (1) **Purpose.** Each of these Overlay Zones is intended to supplement one or more established Base Zones, in order to conserve the single-family residential character of certain areas of the City; preserve the historical resources of the City; protect the environment; establish distinctive entries to the City; reflect the unique development and parking needs of areas impacted by proximity to Iowa State University; and establish Lincoln Way as a multi-modal transportation corridor while allowing for a mixed commercial/residential use type.

- (2) **Establishment.**

- ...
- (k) **“O-LMU” Lincoln Way Mixed Use Overlay**

- ...

Section 29.1113. LINCOLN WAY MIXED USE OVERLAY DISTRICT.

- (1) **Purpose.** The intent is to allow for multi-family housing that may not be accommodated in other zones and to promote Lincoln Way as a commercial destination along a multi-modal transportation corridor. The Lincoln Way Mixed Use Overlay supplements the base zone regulations of areas along the Lincoln Way corridor zoned Highway Oriented Commercial “HOC” between Duff Avenue and South Dakota Avenue by allowing for a mixed commercial/residential use option. This Overlay preserves the primary use of the corridor for commercial uses while allowing for another housing option for the City of Ames residents and promotes high quality architectural design and compatibility with the City’s desired enhancement of the character for Lincoln Way.

- (2) **Permitted Uses.** Subject to the requirements of Sec. 29.1502 for Site Development Plan Review, and in accordance with the requirements of this Sec. 29.1113 and the Zone Development Standards of the HOC base zone, Apartment Dwellings may be permitted in combination with HOC permitted uses classified as Office Uses; Retail Sales and Services Uses; Entertainment, Restaurant, and Recreation; and miscellaneous use of childcare. Stand alone Apartment buildings are not a permitted use in the Overlay Zone.

- (3) **Site Development Plan Review.** All mixed use projects, in combination with a zoning application for the establishment of the Mixed Use Overlay, shall apply for a Major Site Development Plan review per Section 29.1502.

- (4) **Distinction Between Design Standards and Design Principles.** The Design Standards are mandatory requirements set forth to meet the purpose of the Overlay. Design Principles are intended to guide the design components of a mixed use project and act as a framework to consider the project's consistency with the Overlay's purpose for commercial use and promoting high quality design features and architecture. In some instances, development may be required to exceed the minimum standards and principles as part of the Major Site Development Plan review.
- (5) **Design Standards.** The following design standards are the minimum requirements necessary to implement a mixed use project in the Overlay.
- (a) **Building Height.** Buildings within the overlay district shall not exceed three-stories and shall not exceed 42 feet.
 - (b) **Floor Area Ratio.** The maximum ratio for a project within the overlay shall not exceed a 1.0 floor area ratio.
 - (c) **Minimum Commercial Area of the Building(s).** A minimum of 75% of the lineal length of the front facade of all buildings, as visible from Lincoln Way, shall be commercial uses.
 - (d) **Orientation and Front Yard Setback Encroachment.** Mixed use buildings shall be oriented to Lincoln Way with a visual connection of commercial store fronts to the street. A front yard setback encroachment of 10 feet may be permitted for pedestrian oriented design features of architectural projections, arcades, patios, etc.
 - (e) **Parking.** No parking shall be permitted between the buildings and the street. Parking requirements must be consistent with Article 4 of Chapter 29.
 - (f) **Sidewalks.** Sidewalks shall be required from the commercial entrance(s) of each building to the public right of way. Sidewalks shall also be provided for the connection of multiple buildings when more than one structure is constructed on a site.
 - (g) **Floor to Ceiling Height.** Ground floor uses shall have a high floor to ceiling height, generally of a minimum of 12 feet measured from top of commercial floor to the bottom of the next floor structure.
- (6) **Design Principles.** The following design principles shall be guidelines relied upon when considering the site and architectural design components of a mixed use overlay project:
- (a) Building design should recognize site patterns and help define entries to the interior of the site, commercial spaces, residential building entrances, and public spaces. The project design shall embrace pedestrian friendly design principles recognizing Lincoln Way as multi-modal transportation corridor. Designs that allow for and promote active outdoor space for commercial uses are desirable.
 - (b) Preference will be for commercial areas to be located parallel to Lincoln Way.
 - (c) Use architectural styles that promote a commercial appearance to a development with strong visual connection to Lincoln Way. Commercial storefronts shall have a high percentage of glazing.
 - (d) The architectural design shall utilize a variety of forms to create diverse elevations. Residential units, office and commercial/retail spaces shall overlook the street and

interior areas. Buildings should include green building techniques minimizing sun impacts of heat gain and glare for south facing windows.

- (e) The materials used in design of the buildings should utilize quality materials that include a mix of clay brick /masonry and contemporary uses of woods and metals as materials to accentuate and create interest on the building. The principle cladding materials of buildings as viewed from the street and commercial entrances shall be clay brick or stone materials.
- (f) The use of color, textures, and/or patterns should be used to accentuate the quality of the architectural design and materials of the building.
- (g) The layout of commercial floor area on the ground floor shall define the design of the overall building rather than maximizing residential density.
- (h) The commercial Floor Area Ratio for the property should meet a minimum 0.15 floor area for the site.
- (i) Commercial area design should account for customary dimensions and needs for a variety of retail, restaurant, and office uses. Generally, a minimum of 50 feet of depth and a maximum of 100 feet of depth is appropriate for 1st floor “inline” type commercial space.
- (j) Residential unit access should be separate from commercial tenant access.
- (k) Locate residential access in clearly identifiable and well lit locations.
- (l) Parking should be provided in excess of minimum retail parking rates to provide a variety of commercial tenant options, including restaurant uses with higher parking rates, rather than maximizing parking areas for apartment units. Encourage developments to incorporate prominent bike parking.

Section Two. All ordinances, or parts of ordinances, in conflict herewith are hereby repealed to the extent of such conflict, if any.

Section Three. This ordinance shall be in full force and effect from and after its passage and publication as required by law.

Passed this _____ day of _____, _____.

Diane R. Voss, City Clerk

Ann H. Campbell, Mayor