

Staff Report

2700 Block of Lincoln Way River Caddis Development Agreement

August 9, 2016

BACKGROUND:

On April 26th the City Council referred to staff a letter from Chuck Winkleblack, representing the developer, River Caddis Development, LLC, seeking to initiate a Minor Amendment to the Land Use Policy Plan (LUPP) for the 2700 block of Lincoln Way and associated processes needed for the redevelopment of the properties to a single mixed-use commercial and student housing development. City Council determined on June 14th that the developer could proceed with related applications for a Minor LUPP Amendment, zoning text amendments, rezoning, and an Urban Revitalization Area with a development agreement to pursue their development concept. **The City Council is now asked to provide direction on City interests for support of Urban Revitalization and a development agreement for partial property tax abatement of the project and any project specific criteria. With City Council's direction to proceed, staff will create an URA Plan and negotiate a development agreement for City Council's approval.**

The 2700 Block site is made up of seven properties south of Lincoln Way between Hyland and Sheldon Avenues and totals approximately 1.8 acres. (*See Attachment A – Location Map*). The properties currently have a mix of commercial uses, a gas station, and multi-family housing. Approximately 0.6 acres of the area is currently used for commercial uses and 1.2 acres is used for residential high density.

To date the developer has pursued interest in two different versions of the project – a boutique hotel option and a large hotel option. The **boutique hotel option** described on June 14th would have 25 guest rooms, a bistro space, commercial space, a membership fitness facility for residents and the public, a residential lobby, and leasing offices all on the ground floor along the streets. The hotel use would be along Hyland and the commercial types of uses would be along Lincoln Way and Sheldon. Residential apartments units would be on the first floor at the rear of building adjacent to parking. The developer also desires to have roof deck amenity space above the parking garage (approximately 25 feet above the sidewalk) along Sheldon and additional courtyard and study areas for residents.

The total bedroom count for this boutique hotel option is approximately 500 bedrooms. The project would include parking at grade accessed from Hyland and parking that is below grade accessed from Sheldon. The developer desires to have stacked parking with a valet to serve the hotel guests. (*See Attachment C Developer Concept for Boutique Hotel Building.*)

The following table describes the allocation of space on the ground floor of the Boutique Hotel option.

2700 Block Lincoln Way Boutique Hotel Concept In Square Feet (Concept Plan Dated 07/07/16)		
Lot Area		78,400
Building Footprint		50,000
Commercial Area along street		
	Restaurant	2,000
	Fitness Center	2,500
	Retail Space	3,400
	Bike Parking and Valet	1,400
Total Commercial Area		9,300
Residential Area along street		
	Hotel Lobby	1,200
	Apartment Lobby	1,500
	Leasing Office	500
	Study Areas	700
Total Residential Area		3,900

In review of the above concept, staff has provided direction on how configurations of residential areas may or may not meet the CSC zoning requirements. There is a related text amendment to this development that addresses the issue of residential use along the ground floor of the project.

The second option for the project is the **large hotel option**. The large hotel would consist of 110 guest rooms and the building would be situated at the corner of Sheldon and Lincoln Way. The hotel would be a full service hotel with bar and restaurant. The hotel would be designed as a standalone use without student apartments within the hotel part of the building. The developer would then develop a mixed use building with approximately 400 beds in apartments. Commercial uses would be located along the ground floor of Lincoln Way with housing along Hyland. The mix of commercial and sizes are not finalized at this time, but there would potentially be less commercial area along the street than the boutique hotel option. Although the developer is interested in this concept, he has found issues in providing for the increased parking on site that is needed for the larger hotel. The developer may pursue text amendments for reduced hotel parking and the aforementioned CSC zoning changes for residential use on the ground floor.

Urban Revitalization Area

The subject site is partially within the current Campustown Urban Revitalization Area (URA). The Campustown URA includes criteria for use, design, and public safety that must be met before a property is eligible for partial property tax abatement on either a 3,

5, or 10 year schedule (See Attachment B Campustown URA). **The developer desires creation of a new URA for the site rather than having the current Campustown URA applied to the whole site.** The developer's design with the hotel and arrangement of uses does not conform to the Campustown use requirements and rather than request changes to the Campustown URA, would prefer to have City Council enter into a development agreement for a project-specific URA.

If City Council is interested in creating a URA for the site, it will require preparation of a URA Plan that is subject to a public hearing notification prior to approval of the plan. When creating a URA, the City Council can choose to establish eligibility criteria for a property owner to receive partial property tax abatement. In this situation, staff and developer believe that using architectural plans for the project and specified terms of use in development agreement would better meet everyone's interests compared to general criteria for the site. A project-specific agreement would be similar to the approach taken with the recent Kingland project as compared to the recent mixed-use student housing projects of 2320 Lincoln Way and The Foundry that were approved under general criteria of the Campustown URA.

The City has traditionally used the tool of partial property tax abatement to incentive activities and uses that further a City interest, remove blighted conditions, or for economic development. Typically, the City asks for elements to be added to a project that are above and beyond the base zoning standards to ensure the City has received an extra benefit from the use of the incentive. Examples of added features included higher quality building materials (i.e. clay brick, metal panels, windows), enhanced public safety measures (security cameras, fixed windows, etc.), structured parking, and commercial uses. **To proceed with a development agreement staff needs to have general direction on any specific issues to be addressed by the project.**

Staff has created a list of general issues that could apply to the project site based upon the current Campustown URA, general comments from the public about the Campustown projects, and staff-generated items from working with the developer on the project concept:

1. Require a minimum amount of commercial space with multiple tenant options
 - a. Require a minimum of one full restaurant space with initial installation of mechanical chases and other related improvements for full cooking abilities.
 - b. Creation of a minimum of one tenant space that is less than 1,200 square feet to support a small business need.
2. Utilize public safety measures from the Campustown URA matrix for video surveillance, wider doors, hallways, stairwells, fixed windows, restrictions on access of residents to commercial areas. *(This would allow for approval of roof deck amenity space, subject to police review)*
3. Require development of a minimum of 25 hotel rooms.

- a. Include terms for operation of boutique hotel for room rentals and having on site staff.
4. The key project design components would be decided through approval of specific architectural elevations and a site plan (see attached initial concept Attachment C).
 - a. Use of clay brick, a high percentage of windows on the upper levels, and architectural metals to create building identity and interest.
 - b. Allowance for other façade materials to be included in a façade as secondary materials.
 - c. Bring facade materials down to the street level to avoid a look of a large building placed on a podium.
 - d. Include elements of building relief to break down long facades.
 - e. Include commercial window transparency along the street level.
 - f. Promote features of unique identity as described in the Campustown Ideabook.
 - g. Promote use of “walk-up” residential apartment units along Hyland.

Note staff would continue to work with the developer to refine the concept drawing and its details to address these interests before its approval.

5. Limit signage to Lincoln Way and Sheldon. A sign program identifying general design details, lighting style, and locations shall be approved by Planning Staff prior to the issuance of a sign permit.
6. Provide a setback at the ground level along Lincoln Way to widen the sidewalk’s functional width from its current 8 feet to 12 feet, with a desire of 15 feet if feasible.

When reviewing the above list, it is appropriate to compare it to the current Campustown URA criteria. **The most notable differences are the requested allowance for the roof deck amenity space along Sheldon, a mixed use building that does not have 70% of parking within a structure, a mixed use building that does not have household living of apartments solely above commercial, and architectural finishes that are less than the 100%/80% brick ratios for other projects in Campustown, and a small number of bedrooms without an external window.** All of these types of features would be required under the general criteria of Campustown, but in this circumstance it may be acceptable to approve an individual project with different features when it meets the overall intent and goals of the City.

In addition to the basic elements described above, the City Council could address other interests that may pertain to this type of a project or this particular site. Issues related to the design of the project and uses within the project could include:

- Total square footage of commercial, configuration or size of commercial spaces.
- Limits on the types of uses or limits on “formula retail.”

- Specification of types of materials or inclusion of additional architectural features that express greater individuality for the building and break down the overall mass of the project.
- Changes in height of the building or transitions in height or mass adjacent to other properties, specifically across from Hyland.
- Additional parking on site that exceeds zoning requirements.
- Other amenities for public art, green building features, or landscape treatments

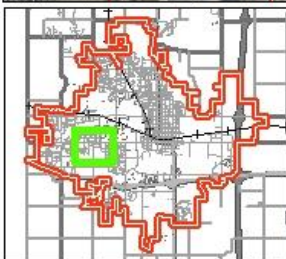
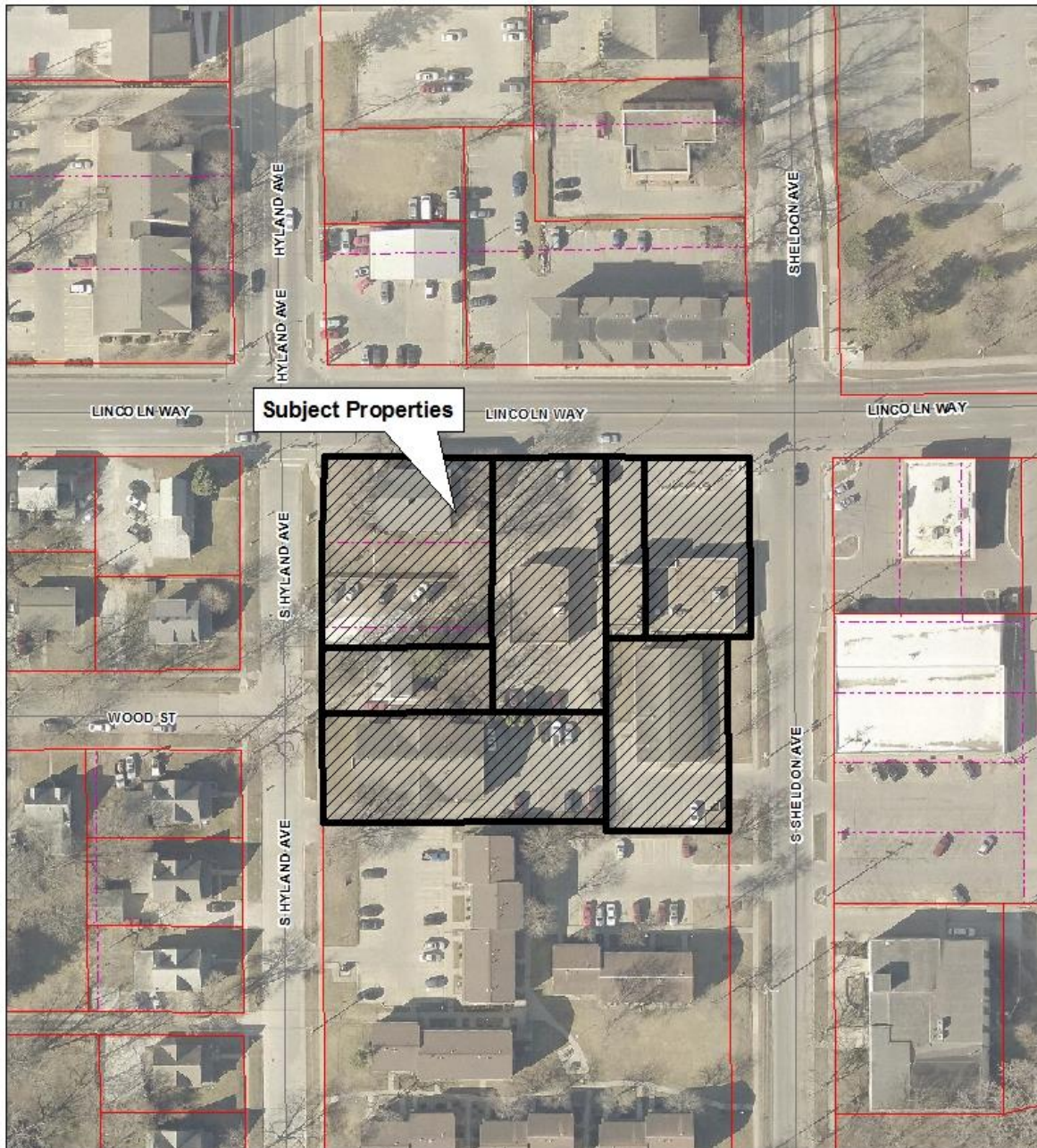
Staff Comments:

In regards to the criteria for eligibility, staff believes the minimum expectations for a development are captured on the list within this reports. Staff and the developer need direction on any specific interests to be included in the project as the developer refines their plans over the next month.

Provided the City Council is interested in creating a new URA, staff would work with the developer under Council direction to refine the proposed project over the next month. Staff envisions returning the City Council on September 27th to review the draft URA Plan and the developer concept. City Council would then decide to hold public hearing on the URA Plan with a minimum of 30 days of public notice prior to the public hearing.

Staff believes the most important design issues for Council direction are the willingness to consider allowing for an outdoor rooftop amenity space along Sheldon that incorporates screen walls and protections for individuals below the space, interest or concerns with the building design concept, and specific direction on the mix of uses to include in the project.

Attachment A



Location Map
2700, 2702, 2718 and 2728 Lincoln Way,
112 and 114 S. Hyland, and
115 S. Sheldon

CAMPUSTOWN URBAN REVITALIZATION PLAN - Criteria for Renovation or New Construction

(A)

Project must meet one criterion of three options from Column (A).

- (1) **Slum and Blighted**
Properties where a majority of the assessed valuation has been determined to be substantially unsafe or to have an unsafe use by the City Council.
- OR-
- (2) **Parking & Mixed Use**
- A minimum of 70% of the total required parking is provided in a structure. If utilizing a parking deck, the restrictions in Chapter 29.406(12) of the Municipal Code must be adhered to.
- and
- The first floor must be used for permitted commercial and retail uses as shown in Table 29.809 (2) of the Municipal Code or for a small production facility. The second floor must be used for either commercial or retail uses as shown in Table 29.809 (2) or for household living. All floors above the second floor must be used for household living.

-OR-

(3) **Adaptive Reuse**

- The building on the site is at least 50 years or older.
- and
- 70% of the area of existing walls of the structure will remain.
- and
- Historic materials and designs are preserved and/or restored.

(B)

Project must meet one criterion of two options from Column (B).

- (1) **Underrepresented**
Properties that are to include a business use where that actual sales of the business use is below the expected sales for the business use as determined by the City Council to be of benefit to the City.
- OR-
- (2) **Design Standards**
- Retail and office uses on the first floor adjacent to a public sidewalk must have direct access to the public sidewalk.
- and
- Buildings greater than 3-stories shall include architectural features that create visual interest and variation in building design by differentiating building facade elements and include visual relief for long facades.
- and
- Approval of master sign program by the Planning and Housing Director with signage designs that are complimentary to the building design and supports business identity
- and
- Limit driveways along Lincoln Way and Welch Avenue if alternative means of access are available. No drive-troughs are allowed along the Lincoln Way and Welch Avenue.
- and
- 100% of the front facades and 80% of the remaining sides of the structure shall be faced with clay brick for the first four stories. On stories five through seven any other building materials except vinyl will be allowed.
- OR-
- An adaptive reuse project (A3) may use siding materials that are historically significant for all stories of a building.

(C)

All projects with residential uses shall also meet the following criteria or equivalent as approved by City Council.

1. Limit commercial space in the same building to the ground floor.
2. Provide separate entrances for commercial and residential uses.
3. Residential entrances are visible from the street and provide secure access.
4. Prevent access from the exterior to the interior through doors that serve only as fire exits.
5. Prohibit public access to structured parking, using overhead door and secure access control.
6. Provide transparent glass windows into all stairwells.
7. Provide camera monitoring of all pedestrian and vehicle entrances and areas.
8. Minimum widths of all exit routes: 48" for halls, 42" for doors, 60" between rails for stairs.
9. No balconies are permitted.
10. Provide for natural daylight requirements of applicable codes with exterior windows.
11. On facades facing any street use only fixed windows, note modified tamper resistant windows do not comply.
12. Design of all other windows to prevent passing of sphere larger than 4" diameter.
13. Prevent by physical means access to all roofs.
14. Where access is not required, provide security fencing controlling access to all areas between new or existing buildings.
15. Provide a minimum of four 100w metal halide or LED 6,500 lumens light fixtures on each building facade: two at elevation between first and second floors and two at elevation between third and fourth floor.

Campustown URA Criteria Appendix

1. All Projects must comply with an option from both column A and column B. Additionally, projects with residential uses must also comply with all requirements of column C.
2. Projects requesting final tax abatement approval must be compliant with an approved Site Development Plan and have received a certificate of building occupancy from the City of Ames Inspection Division.
3. All features incorporated into a project to meet URA criteria must be maintained for the life of the tax abatement.
4. Applications for final tax abatement approval must include supporting documentation for each of the relevant criteria.

5. Architectural Design Guidelines:

The intent of this criterion is to promote building variation appearance within Campustown. The relative scale of new buildings can lead to similar building appearances due to construction techniques, uniform roof lines, and long building lengths; whereas, Campustown historically had diversity in building appearance and scale.

Visual interest of a building means incorporating architectural features that define buildings elements, such as the base, middle, and top of a building. Appropriate architectural features can include window details, brick and material color variations that highlight building elements and support building identity, parapets, or expressive storefront glazing systems.

Variation and Relief means building offsets that affect the apparent massing of the building at the ground level or for upper stories. For example, a uniform storefront at the base of building may have upper floor relief with a courtyard or changes in façade planes, alternatively, the lower levels of the building may have the appearance of multiple façades with a building offset that differentiates the façades and has a minimum depth of 6 inches. Recessed storefronts creating outdoor usable space at the ground floor can also provide variation and relief. The degree of needed façade relief will correspond to the scale of the building and length of the façade to achieve the desired effect of the URA criteria. Long façades are generally in excess of 60 feet, substantially longer façades may necessitate additional elements of relief.

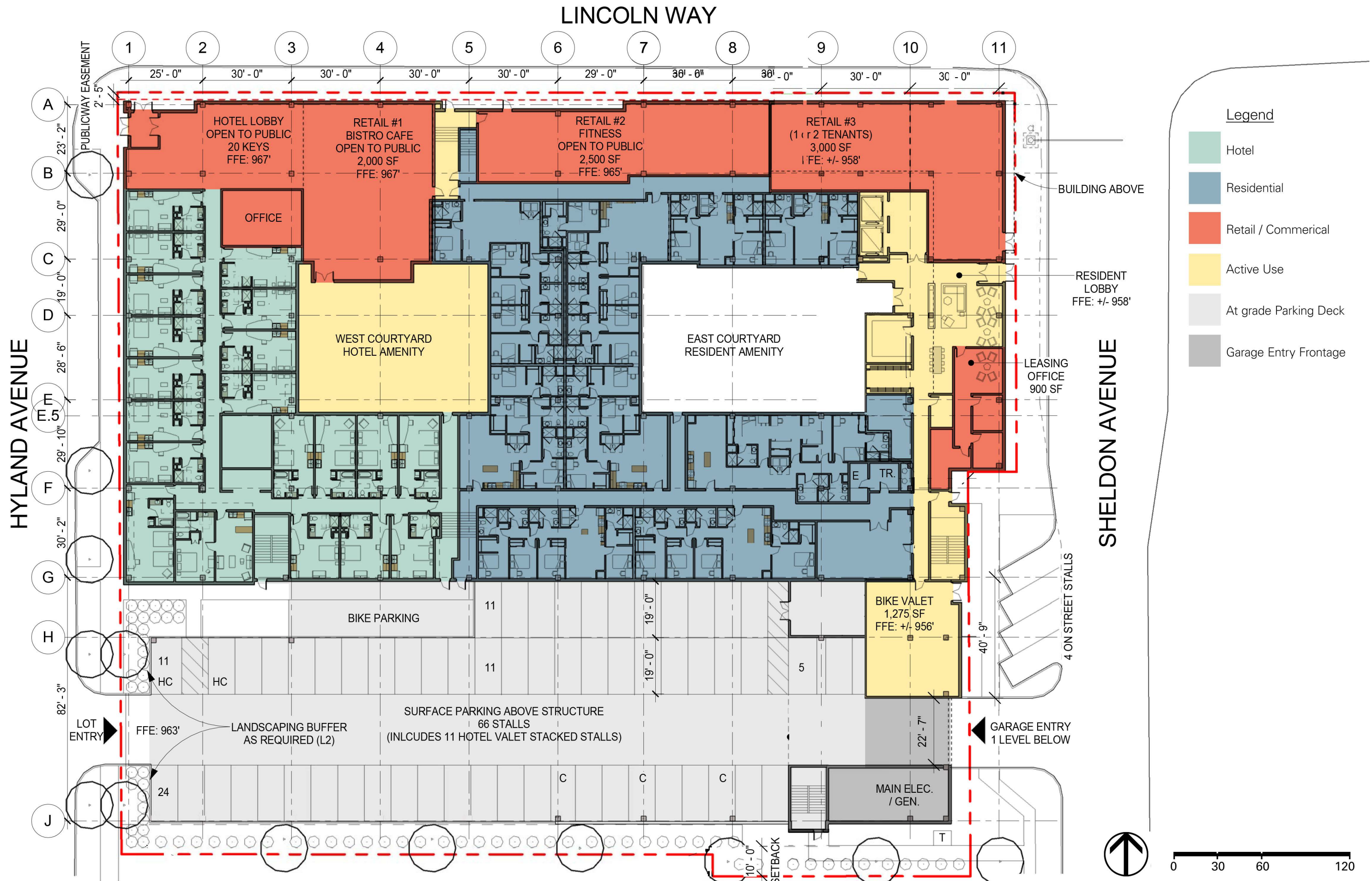
6. Master Sign Program

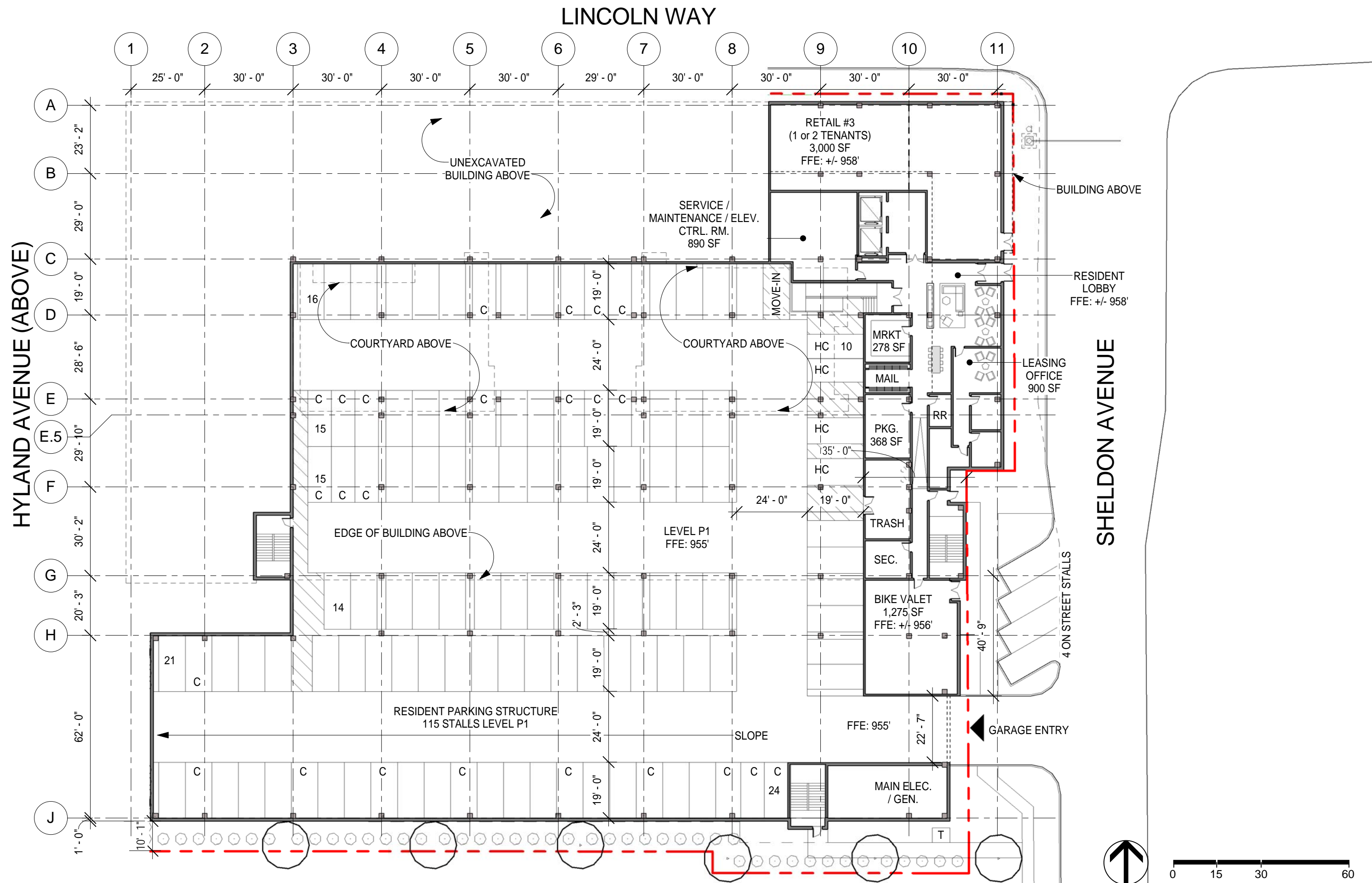
Sign program details in the plan shall include the style of signs (blade, channel letters, etc.) location of signs, size and scale, lighting details, method of attachment to buildings.

Signage shall be orientated to the pedestrian level, internal illuminated cabinet signs with white or light color backgrounds are prohibited, channel letters should be affixed directly to the building without a visible raceway or have a backing panel that covers a creating the appearance of an overall sign face. Preferred signage would be decorative in appearance through its use of sign face materials, design, lighting, and style of signage.

In consideration of approval of the Sign Program, the Planning Director will review the Campustown Idea Book signage guidelines, scale of signage and location in relation to the building features, and lighting type. Once a sign program is approved, individual sign permits must be consistent with the sign program.

JOB #30994





LINCOLN WAY

HYLAND AVENUE

SHELDON AVENUE

3'-0"
AT GRADE ONLY SETBACK

4 ON STREET STALLS

LOT ENTRY

FFE: 963'

LANDSCAPING BUFFER
AS REQUIRED (L2)

SURFACE PARKING ABOVE STRUCTURE
66 STALLS
(INCLUDES 11 HOTEL VALET STACKED STALLS)

AMENITY DECK ABOVE

FFE: 968'

GARAGE ENTRY
1 LEVEL BELOW

LANDSCAPING BUFFER AS REQUIRED (L3)

10'-0"
SETBACK
LANDSCAPING BUFFER AS REQUIRED (L3)

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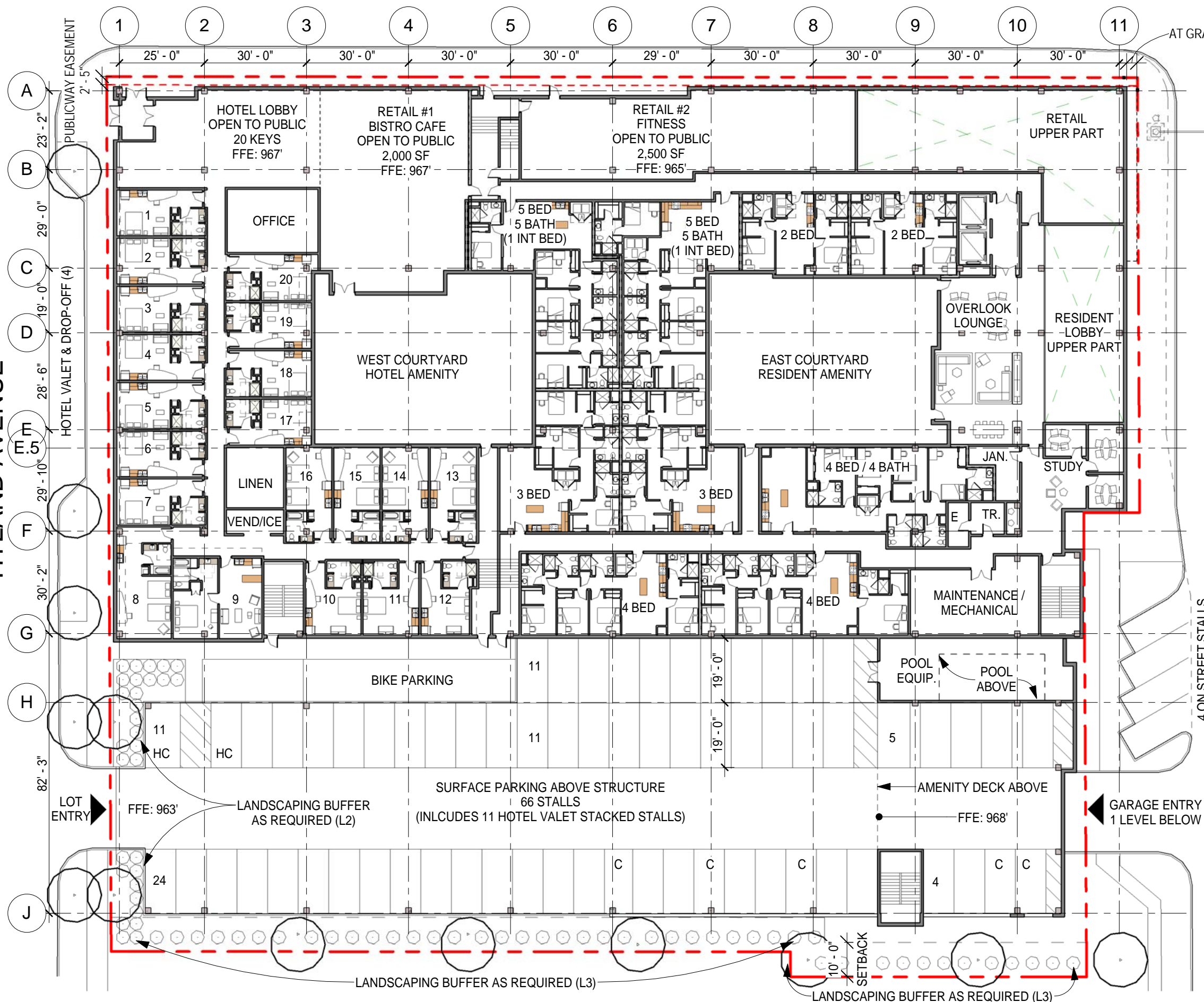


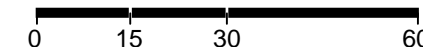
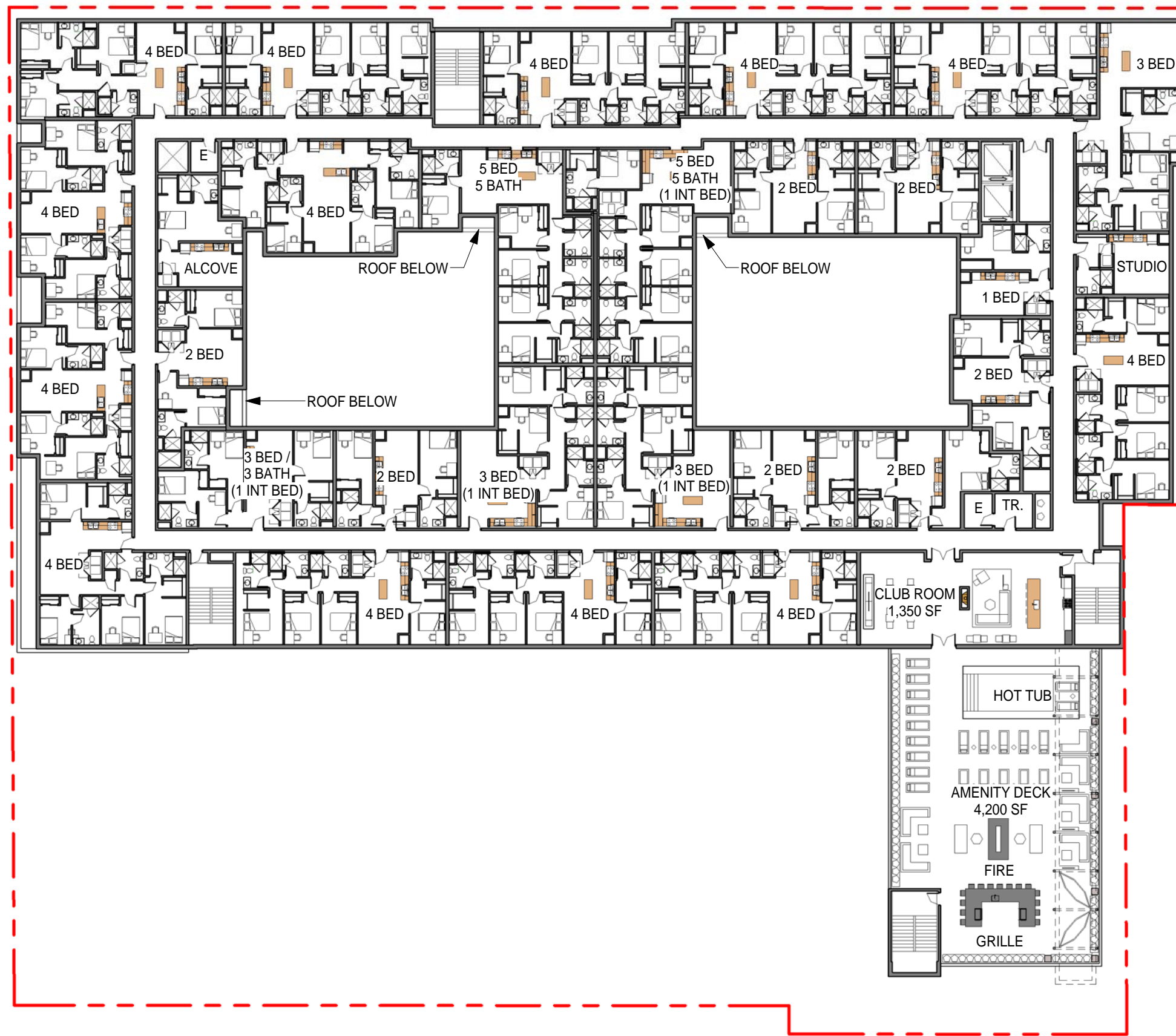
River Caddis Mixed-Use Development

Ames, Iowa

Concept Floor Plan - Level 1

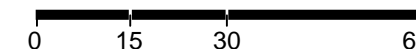
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River Caddis Mixed-Use Development
Ames, Iowa

Concept Floor Plan - Levels 2 (Amenity)
08/05/2016



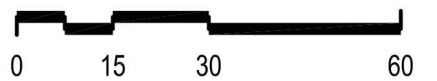
River Caddis Mixed-Use Development
Ames, Iowa

Concept Floor Plan - Level 3-6 (Typical)
08/05/2016



Concept Elevations

08.05.2016



River Caddis Mixed Use Development Ames, Iowa

Concept Elevations
08.05.2016



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Concept View - West Elevation Stepping



Concept View - From Southwest



Concept View - Amenity Deck Looking NW



Concept View - From Southeast

River Caddis Mixed Use Development
Ames, Iowa

Concept Perspective Images
08.05.2016



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