

**COUNCIL ACTION FORM**

**SUBJECT: AMENDMENT TO 2014-18 FIVE-YEAR C.D.B.G. CONSOLIDATED PLAN TO CREATE A NEIGHBORHOOD REVITALIZATION STRATEGY AREA (NRSA) AND TO THE 2016-17 ANNUAL ACTION PLAN.**

**BACKGROUND:**

City Council first discussed redevelopment of 321 State Avenue (Old Middle School Site) as part of the draft 2016-17 Annual Action Plan on March 1, 2016. Staff described that in order to develop the site for mixed income households and not exclusively as low and moderate income housing, the City must seek a Neighborhood Revitalization Strategy Area (NRSA) designation for the area from HUD. Under NRSA regulations, entitlement cities are given greater flexibility to develop comprehensive approaches to address economic development and housing needs in a designated neighborhood within their community.

The NRSA guidelines outline that following Neighborhood and Demographic Criteria must be met to be eligible for the designation:

1. The areas covered must be **contiguous**; with no checkerboard areas across the community.
2. The selected area **must be primarily residential**.
3. The area must **contain a high percentage of LMI households**.
4. The percentage of LMI residents within the neighborhood must satisfy **one of the three** following criteria:
  - a. 70 percent of the total population in the selected area (if the grantee's upper quartile\* is greater than 70 percent LMI);
  - b. The upper quartile\* percentage (if the grantee's upper quartile is greater than 51 percent, but less than 70 percent LMI in the total population); or
  - c. 51 percent of the total population (if the grantee's upper quartile\* percentage is less than percent).

\*Upper quartile determinations are based on census block groups within the census tract and not just the census track itself.

Staff research revealed that the site falls within Block Group 2 in 13.01 Census Tract. With assistance from HUD staff, it has been determined that this area meets criteria 4b above. The actual LMI percentage and the quartile percent happened to both be 69.25 percent (see attached map). Therefore, no other census tracts or block groups would need to be added for the Block Group 2 of Census Tract 13.01 to qualify under the NRSA guidelines

With support from the Old Ames Middle School/College Creek Neighborhood Association and other interested citizens, The City Council authorized in March for staff to proceed with amending the 2014-2018 Five-Year Consolidated Plan to create a Neighborhood Revitalization Strategy Area (NRSA) specifically for redevelopment of the 321 State Avenue (former Old Ames Middle School). **The proposed NRSA is included as Attachment C.**

A major component for an NRSA designation is outreach and it requires a “Community Consultation” with the following members of the community:

- Residents of the area
- Owners/operators of businesses in the area
- Local financial institutions in the area
- Non-profit organizations in the area
- Community groups in the area

For the Community Consultation process, staff hosted two separate open houses to seek input from the business owner/operators, financial institutions, and/or non-profit organizations operating in the area, and with the residents and property owners in the area. There were 22 business owner/operators, financial institutions, and/or non-profit organizations that were invited, of which four (4) attended. There were 256 area residents and property owners/managers invited, of which three (2 property owners and one property owner/manager) attended.

A second component for an NRSA designation, requires preparing an historical overview of the area, and an assessment of the demographic conditions of the area and an examination of the strengths and weakness and the opportunities for housing development and other housing and neighborhood enhancements and improvements. In summary the research revealed the following:

- The area is comprised of a variety of land used districts that include: Residential, Commercial, Special Purpose and Government zones. Approximately, 73% of the area is zoned residential.
- The area contains approximately 1,115 rental units and approximately 238 detached owner-occupied single-family dwellings.
- The racial/ethnic make-up of the area is 94% White; the low and moderate percentage of the area is 69.25 %; the average house size by owner is 2.43 and for renter it is 2.07.

The research revealed the following **Strength/Opportunities**:

- Availability of vacant land owned by the City of Ames that can be re-developed into low and moderate cost housing for either owner and/or renter households;
- Strong commercial and retail businesses;
- Access to citywide Cy-Ride Bus Service;
- A number of medical facilities, financial institutions, retail shops, & restaurants;
- An active Neighborhood Association;
- Updated infrastructure improvements have occurred within the last 3-5 years.

The research also revealed the following **Weaknesses/Areas for Improvement**

- Slightly higher unemployment rate compared to the city overall
- Higher poverty rate compared to the city overall
- Higher percent of rental housing units compared to the city overall
- Higher percent of families earning less than \$30,000 compared to the city overall
- Neighborhood parks are underutilized, Franklin Park is not owned by the City

A third component for an NRSA designation, requires creating Performance Measures Funding and benchmarks the NRSA area. In that there are three (3) years remaining in the 2014-18

Consolidated Plan staff has identified the following Performance Measures and programs:

1. Housing: Homebuyer Assistance, Owner-occupied Housing Rehabilitation and Renter Affordability Assistance (Deposit, First Month's Rent, Transportation)
2. Public Infrastructure Improvements: streets, water, sewer, sidewalks, etc. to the production of housing units.
3. Acquisition of Land for Public Facilities Improvements: acquire land to maintain or relocate a park within the NRSA.

A fourth component for a NRSA designation, requires identifying how the funding process will occur.

- The City of Ames will not need to commit specific future funds for use in the NRSA at the time that the NRSA is submitted.
- After approval of the NRSA, the City's subsequent Annual Action Plans must describe how the City's CDBG and other resources will be used to achieve the NRSA goals.
- Each year after the initial NRSA submission, the City must identify in its Annual Action Plan measurable outcomes it expects to achieve during the year for the NRSA.

**Attachment A** includes a list of the proposed amendments to the 2016-17 CDBG Annual Action Plan. The program activities reflect activities related to the NRSA as well as citywide activities that were already part of the Annual Action Plan.

**Reflected below is the summary of the revenues and expenditures of the program activities comparing the currently adopted budget and expected revenues to the proposed amendments with the NRSA.** All of the prior programs will remain in the Amended Action Plan with the exception of the Homebuyer Assistance Program. This program will have no budgeted funding for the remainder of this year due priorities to complete other programs. The Homebuyer Program will likely be a key component of the next Annual Action Plan to help with development of the 321 State Avenue site.

| Current Program Revenue Sources    | Budget           |
|------------------------------------|------------------|
| 2016-17 CDBG Program Allocation    | \$490,986        |
| 2015-16 Program Rollover Balance   | \$337,000        |
| 2016-17 Anticipated Program Income | \$160,506        |
| <b>Total Revenue Sources</b>       | <b>\$988,492</b> |

| Amended Program Revenue Sources    | Budget           |
|------------------------------------|------------------|
| 2016-17 CDBG Program Allocation    | \$490,986        |
| 2015-16 Program Rollover Balance   | \$386,067        |
| 2016-17 Anticipated Program Income | \$111,439        |
| <b>Total Revenue Sources</b>       | <b>\$988,492</b> |

| <b>2016-17 Current Program Activities</b>   | <b>Program Budget</b> |
|---|-----------------------|
| Homebuyer Assistance Program  | \$ 50,000             |
| Single-Family Housing Improvements Program  | \$132,506             |
| Acquisition/Reuse Program for Affordable Housing                                      | \$155,000             |
| Public Infrastructure Improvements Program for State Ave.                             | \$392,789             |
| Public Facilities Improvement Program for Non-Profits                                 | \$100,000             |
| Renter Affordability (Deposits, Rent & Transportation, Childcare Assistance) Programs | \$40,000              |
| 2016-17 Program Administration  | \$ 118,197            |
| <b>Total</b>  | <b>\$988,492</b>      |

| <b>Amended 2016-17 Program Activities</b>   | <b>Program Budget</b> |
|---|-----------------------|
| Homebuyer Assistance Program  | \$ 0.00               |
| Single-Family Housing Improvements Program  | \$82,506              |
| Acquisition/Reuse Program for Affordable Housing                                      | \$105,000             |
| Public Infrastructure Improvements Program for State Ave.                             | \$392,789             |
| Public Facilities Improvement Program for Non-Profits                                 | \$134,000             |
| Renter Affordability (Deposits, Rent & Transportation, Childcare Assistance) Programs | \$40,000              |
| Acquisition of Public Facilities Land for Recreational Purposes(new)                  | \$116,000             |
| 2016-17 Program Administration  | \$ 118,197            |
| <b>Total</b>  | <b>\$988,492</b>      |

The fifth component for a NRSA designation is HUD's review of the request, their approval, and how they will conduct on-going monitoring of activities in the area. Once the plan is submitted to HUD, it will take approximately 30-45 days for a response. If approved we can proceed with implementing the planned activities for the area. HUD will review our process through the submittal of our annual Consolidated Annual Performance Evaluation Report (CAPER), they will also conduct on-site monitoring visits periodically as well.

The sixth and final component for a NRSA designation is that the proposed request for an Amendment to the 2014-18 5-Year Consolidated Plan and 2016-17 Annual Action Plan requires that it is available for a 30-day comment period and public hearing. The 30-day comment period began on August 23, 2016 and ended on September 22, 2016, with the public hearing

scheduled with City Council on September 27, 2016. The comment period notification was sent to those who attended the open houses, the neighborhood association, and notice was placed in the area newspapers, on the City's website and social media sites. **Attachment B** is the public comments received during the comment period.

**ALTERNATIVES:**

1. The City Council can adopt a resolution to approve the proposed Amendment to the 2014/18 Five-Year Consolidated and the 2016-17 Annual Action Plans to create a Neighborhood Revitalization Strategy Area (NRSA) for Census Tract 13.01, Block Group 2, that borders along the south side of West Lincoln Way Corridor, the east side of South Dakota, north side of College Creek and the west side of State Avenue.
2. The City Council can decide not to approve the proposed Amendment to the 2014/18 Five-Year Consolidated and the 2016-17 Annual Action Plans to create a Neighborhood Revitalization Strategy Area (NRSA) for Census Tract 13.01, Block Group 2, that borders along the south side of West Lincoln Way Corridor, the east side of South Dakota, north side of College Creek and the west side of State Avenue.
3. The City Council can refer this item back to staff for more information.

**MANAGER'S RECOMMENDED ACTION:**

Amending the City's 2014-18 5-Year Consolidated and 2016-17 Annual Action Plans to create a designated NRSA, will meet both objectives to serve low and moderate income and non-low and moderate income households in this area. The 321 State Avenue (former Old Ames Middle School) site would be able to be developed as a mixed income residential subdivision under this designation. In addition to this development other specific housing related program activities (i.e. housing rehabilitation, down payment assistance, and renter affordability assistance) can be implemented for the area as well.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1. This alternative will approve a resolution to submit an Amendment to the 2014-2018 Five-Year Consolidated and 2016-17 Annual Action Plans to create a Neighborhood Revitalization Strategy Area (NRSA) for Census Tract 13.01, Block Group 2, that borders along the south side of West Lincoln Way Corridor, the east side of South Dakota, north side of College Creek and the west side of State Avenue to allow flexibility in undertaking various housing and public service activities utilizing the City's CDBG funds.

## ATTACHEMENT A

|          |  |  |
|----------|--|--|
| <b>1</b> | <b>Project Name</b>  | <b>Renter Affordability Program/Deposit First Month's Rent</b>   |
|          | <b>Target Area</b>   | CITY-WIDE  |
|          | <b>Goals Supported</b>   | Create & expand Affordable Housing for LMI Persons<br>Maintain Development Services in the Community   |
|          | <b>Needs Addressed</b>   | Affordability & Accessibility  |
|          | <b>Funding</b>   | <b>CDBG: \$25,000</b>  |
|          | <b>Description</b>   | Funds under this project will be used to provide Deposit and/or First month rent assistance to households with annual incomes at 50% or less of the area median income limits, this project is being carried over for 2016-17.   |
|          | <b>Target Date</b>   | 6/30/2017  |
|          | <b>Estimate the number and type of families that will benefit from the proposed activities</b> | Under the Renter Affordability Program/Deposit and 1st Month's Rent Assistance it is anticipated that approximately 25-30 extremely low and low income households will benefit.  |
|          | <b>Location Description</b>  | N/A  |
|          | <b>Planned Activities</b>  | The activities under this program is provide one time funding to households and/or families with incomes at or below 50% of the Story County Median income limits with to assist them with Security Deposits and/or First Month's rent. The assistance may be expanded to include up to three months of rent assistance. |
| <b>2</b> | <b>Project Name</b>  | <b>Renter Affordability Programs/Transportation</b>  |
|          | <b>Target Area</b>   | CITY-WIDE  |
|          | <b>Goals Supported</b>   | Maintain Development Services in the Community   |
|          | <b>Needs Addressed</b>   | Affordability & Accessibility  |
|          | <b>Funding</b>   | <b>CDBG: \$10,000</b>  |
|          | <b>Description</b>   | Under this activity funds will be used to assist approximately households at 50% or less of the AMI with their interim transportation needs (fuel vouchers, or bus passes). This project is being carried over into 2016-17.   |

|          |  |   |
|----------|--|---|
|          | <b>Target Date</b>   | 6/30/2017   |
|          | <b>Estimate the number and type of families that will benefit from the proposed activities</b> | Under the Renter Affordability Program/Transportation Assistance it is anticipated that approximately 15-25 extremely low and low income households will benefit from assistance with gas voucher and/or bus passes.  |
|          | <b>Location Description</b>  | N/A   |
|          | <b>Planned Activities</b>  | The activities under this program is to provide financial assistance to households and/or families with incomes at or below 50% of the Story County Median Income limits with assistance with their transportation needs through either fuel vouchers or bus passes.  |
| <b>3</b> | <b>Project Name</b>  | <b>Renter Affordability Program/Childcare Assistance</b>  |
|          | <b>Target Area</b>   | CITY WIDE   |
|          | <b>Goals Supported</b>   | Maintain Development Services in the Community  |
|          | <b>Needs Addressed</b>   | Affordability & Accessibility   |
|          | <b>Funding</b>   | <b>CDBG: \$5,000</b>  |
|          | <b>Description</b>   | Under this activity child care assistance will be available to assist households with income at 50% or less of the Story County Median Income limits.   |
|          | <b>Target Date</b>   | 6/30/2017   |
|          | <b>Estimate the number and type of families that will benefit from the proposed activities</b> | Under this activity it is anticipated by 5-10 households' low income households could benefit under this project.   |
|          | <b>Location Description</b>  | N/A   |
|          | <b>Planned Activities</b>  | The activities under this program is provide one time funding to households and/or families with incomes at or below 50% of the Story County Median income limits with to assist them with Childcare Assistance to enable them to work or go to school. The assistance may be include 2-3 months of childcare assistance. |

|                           |  |   |
|---------------------------|--|---|
| 4                         | <b>Project Name</b>  | <b>Acquisition/ Reuse Program for Affordable Housing</b>  |
|                           | <b>Target Area</b>   | CITY-WIDE   |
|                           | <b>Goals Supported</b>   | Create & expand Affordable Housing for LMI Persons  |
|                           | <b>Needs Addressed</b>   | Affordability & Accessibility   |
|                           | <b>Funding</b>   | <b>CDBG: \$105,000</b>  |
|                           | <b>Description</b>   | Under this activity funds will be used to: a. Purchase vacant in-fill lots for redevelopment into affordable housing, which may include demolition and clearance; b. Purchase of properties for rehabilitation into affordable housing. The goal is to create, expand and maintain Affordable Housing for homeless and low income households.   |
|                           | <b>Target Date</b>   | 6/30/2017   |
|                           | <b>Estimate the number and type of families that will benefit from the proposed activities</b> | For the 2016-17 program year, it is anticipated that one (1) low and moderate income household will benefit from this activity.   |
|                           | <b>Location Description</b>  | N/A   |
|                           | <b>Planned Activities</b>  | Under the implementation of the Acquisition/Reuse for Affordable Housing, which will consist of the purchase of infill lots (vacant or with properties needing to be demolished and cleared); the purchase of foreclosed or blighted properties for rehabilitation, or the purchase of single-family or multi-family units that can be rehabilitated; it is anticipated that one (1) property will be acquired for reuse into either an affordable rental or owner-occupied unit for a household at 80% or less of the Story County median income limits. The activity may include demolition and clearance and/or Acquisition/Rehab. |
| <b>Planned Activities</b> | See project description above  |   |
| 5                         | <b>Project Name</b>  | <b>Homebuyer Assistance for First-Time Homebuyers</b>   |
|                           | <b>Target Area</b>   | CITY-WIDE   |
|                           | <b>Goals Supported</b>   | Affordability and Accessibility   |
|                           | <b>Needs Addressed</b>   | Create and Expand Affordable Housing for LMI Households in the Community  |
|                           | <b>Funding</b>   | <b>CDBG: \$0.00</b>   |



|          |  |   |
|----------|--|---|
|          | <b>Description</b>   | The objective under this program is to provide financial assistance to qualified low- and moderate-income first-time homebuyers, with incomes at or below 80% of the AMI limits, to purchase existing and/or newly constructed single-family housing in residentially-zoned areas. The overall goal of the Homebuyer Assistance Program is to allow low- and moderate-income households to gain access to housing and/or improve their housing status. This is a roll over program from 2014-15.            |
|          | <b>Target Date</b>   | 6/30/2017   |
|          | <b>Estimate the number and type of families that will benefit from the proposed activities</b> | It is anticipated that 1-5 low and moderate income first-time homebuyers with incomes at 80% of the Story County Median Income Limits, could receive down payment and closing cost assistance to purchase an existing or new home.  |
|          | <b>Location Description</b>  | N/A   |
|          | <b>Planned Activities</b>  | see above   |
| <b>6</b> | <b>Project Name</b>  | <b>Single- Family Housing Improvement Program</b>   |
|          | <b>Target Area</b>   | CITY-WIDE   |
|          | <b>Goals Supported</b>   | Affordability & Sustainability  |
|          | <b>Needs Addressed</b>   | Maintaining of Existing Housing Affordable Housing for LMI Persons  |
|          | <b>Funding</b>   | <b>CDBG: \$82,506</b>   |
|          | <b>Description</b>   | The Housing Improvement Program objective will be to provide financial assistance to qualified low- and moderate-income single-family homeowners at or below 80% of the area median income limits to improve the physical condition of their single family homes in residentially zoned areas. The overall goal of the Housing Improvement Program is to allow qualified low- and moderate-income households to reside in decent, safe, and sanitary housing that will enhance neighborhood sustainability. |
|          | <b>Target Date</b>   | 6/30/2017   |
|          | <b>Estimate the number and type of families that will benefit from the proposed activities</b> | Under this activity it is anticipated that up to 10 single-family homeowners with incomes at 80% or less of the Story County Median Income limits would be provided assistance to make health and safety repairs to their properties.   |
|          | <b>Location Description</b>  | N/A   |
|          | <b>Planned Activities</b>  | See project description.  |

|                           |  |  |
|---------------------------|--|--|
| 7                         | <b>Project Name</b>  | <b>Public Facilities Improvements Program for Non-Profit Agencies</b>  |
|                           | <b>Target Area</b>   | CITY-WIDE  |
|                           | <b>Goals Supported</b>   | Sustainability   |
|                           | <b>Needs Addressed</b>   | Maintaining Community Development Services in the Community  |
|                           | <b>Funding</b>   | <b>CDBG: \$134,000</b>   |
|                           | <b>Description</b>   | Under this project activity financial will be provided to assist non-profit organizations that provide support services or transitional housing for low to moderate-income persons/families with funds to complete repairs and/or expansion to their facilities. The overall goal of the Public Facilities Improvement Program is to preserve and enhance facilities of non-profit agencies that house and/or provide services to homeless, special needs, very-low, and low-income residents. |
|                           | <b>Target Date</b>   | 6/30/2017  |
|                           | <b>Estimate the number and type of families that will benefit from the proposed activities</b> | Under this activity it is anticipated that 1-5 nonprofit agencies, who serve approximately 25-100 homeless or special needs populations, can receive assistance to make repairs and/or improvements to their shelters or facilities they own to provide housing and/or basic needs services.   |
|                           | <b>Location Description</b>  | N/A  |
| <b>Planned Activities</b> | See project description.   |  |
| 8                         | <b>Project Name</b>  | <b>Public Infrastructure Improvements Program for State Avenue</b>   |
|                           | <b>Target Area</b>   | <b>State Avenue NRSA</b>   |
|                           | <b>Goals Supported</b>   | Create and expand Affordable Housing for LMI Persons   |
|                           | <b>Needs Addressed</b>   | Affordability and Sustainability   |
|                           | <b>Funding</b>   | <b>CDBG: \$392,789</b>   |
|                           | <b>Description</b>   | See Planned Activities.  |
|                           | <b>Target Date</b>   | 6/30/2017  |

|                           |   |  |
|---------------------------|---|--|
|                           | <b>Estimate the number and type of families that will benefit from the proposed activities</b>  | It is anticipated that approximately 40-50 units could be constructed, of which at least 51% (20-26) would be made available to households with incomes at 80% or less of the Story County median income limits. |
|                           | <b>Location Description</b>   | See Target Area  |
|                           | <b>Planned Activities</b>   | Provide infrastructure improvements (streets, water, sewer, sidewalks, etc.) for the production of affordable and market rate housing units.   |
| 9                         | <b>Project Name</b>   | <b>Acquisition of Land for Public Facilities and Improvements</b>  |
|                           | <b>Target Area</b>  | <b>State Avenue NRSA</b>   |
|                           | <b>Goals Supported</b>  | Maintaining Community Development Services in the Community  |
|                           | <b>Needs Addressed</b>  | Sustainability   |
|                           | <b>Funding</b>  | <b>CDBG: \$116,000</b>   |
|                           | <b>Description</b>  | See Planned Activities.  |
|                           | <b>Target Date</b>  | 6/30/2017  |
|                           | <b>Estimate the number and type of families that will benefit from the proposed activities</b>  | 1,980 households of which 69.25 are considered LMI populations   |
|                           | <b>Location Description</b>   | See Target Area  |
| <b>Planned Activities</b> | Acquire available land in the area to maintain recreational opportunities specifically a neighborhood park and/or open green space areas. |  |

**ATTACHMENT B**  
**2016 Public Comments/Feedback**  
**September 8 to 22, 2016**

1. We have both questions and concerns about the Amendment 2014-18 Consolidated & 2016-17 Action Plans.

Our concerns include about living and owning our property in the proposed area (Cochrane Parkway) and is this area now going to become the low income area of Ames for multiple projects?

Also with the middle school in the area, does it make since to bring low income property and many times other issues affecting the lower income population to this area? These issues include drug dealers targeting lower income property as their primary means of establishing drug addictions that predominately are targeted towards the lower income population.

Please let us know that our concerns are brought to the attention of the key decision makers and let us know where we can find out some answers to our questions.

What other areas in Ames are you looking at for the affordable housing groups? Has Sommerset been looked at? It seems like the Sommerset area may have a lot of potential. Also putting several different options in the city of Ames may make the most sense and not just put all the housing in the southwest corner.

Also the northeast pet of Ames might be nice with the new water facility being put in and the infrastructure being in place.

In the southwest part Ames, where we live, there is already a huge amount of apartments and it seems like more affordable housing in this southwest area would create a larger strain on the current homeowners.

What are the other proposals for the use of the old middle school location? It seems like it may make a good wildlife refuge or a nature preserve. It seems like if they are big proponents of the affordable housing, maybe the funds can be used to purchase some land near their residences?

I guess I am a little unsure how funds could be already used to purchase the land and then after the land is purchased, then the comments and review meetings are held. It seems a little backwards, but maybe if there is a big problem with the plan, then it can be changed at that point or the land sold off to some other entity for a different purpose?

Why is the area being made so large? Why not just limit the area to the old Ames middle school and not include the entire area? What would be the benefit of doing the entire area?

Also what other parts of the city have these Neighborhood Revitalization Strategy Area (NRSA) been created? Is this the only one? If it is the only area, why is it needed to be in the same area as the old middle school project? Wouldn't it be better to have this new area be in another location such as Sommerset area, etc?

It appears that creating this area will lower the property values within the area. Also it seems like the current are that is being talked about is already by a large apartment complex area and not sure why the market values of the southwest side of Ames seems to be of less concern than other areas of town.

**ATTACHMENT A**



**Community Development Block Grant (CDBG)**

**Amendment to the  
2014-2018 Consolidated and  
2016-17 Action Plans**

**PROPOSED**

**Application for a  
Neighborhood Revitalization Strategy Area (NRSA)  
Plan Designation for  
State Avenue**

**August 2016**



# Neighborhood Revitalization Strategy Area (NRSA) Plan Designation for State Avenue

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**State Avenue Neighborhood Revitalization Strategy Area (NRSA)**  
**Ames, Iowa**  
**2014 to 2018**

**I. Introduction**

The U.S. Department of Housing and Urban Development (HUD) encourages the establishment of Neighborhood Revitalization Strategy Areas (NRSA) as a means to create communities of opportunity in neighborhoods where at least 70% of the residents are of low to moderate incomes and/or the area falls within the upper quartile threshold of low to moderate income residents as determined by HUD. Within the Community Development Block Grant (CDBG) program, an entitlement community can designate specific areas or neighborhoods as a Neighborhood Revitalization Strategy Area (NRSA) that meet one of the above criteria. The establishment of a NRSA not only allows greater flexibility in the use of Community Development Block Grant (CDBG) funding that would promote the revitalization of those specified areas, but also serves as a policy framework for spending Community Development Block Grant (CDBG) and other HUD dollars within these established areas.

**II. Benefits of a Neighborhood Revitalization Strategy Area**

NRSA benefits are described in amendments to the Community Development Block Grant (CDBG) regulations at 24 CFR 570. They are as follows:

1. **Aggregation of Housing Units:** Housing units assisted pursuant to the strategy may be considered to be part of a single structure for purposes of applying for low and moderate-income national objective criteria, thus providing greater flexibility to City of Ames Neighborhood Revitalization Strategy Areas Plan 3 to carry out housing programs that revitalize a neighborhood (24 CFR 570.208(a)(3) and (d)(5)(ii)); and
2. **Aggregate Public Benefit Standard Exemption:** Economic development activities carried out under the strategy will be exempt from the aggregate public benefit standards, thus increasing a grantee's flexibility for program design as well as reducing its record-keeping requirements (24 CFR 570.209 (b)(2)(v)(L) and (M)); and
3. **Public Service Cap Exemption:** Public Services carried out pursuant to the strategy by a Community-Based Development Organization (CBDO) will be exempt from the public service cap (24 CFR 570.204(b)(2)(ii)); and
4. **Job Creation/Retention as Low/Moderate Income Area Benefits:** Job creation and retention activities undertaken pursuant to the strategy will be qualified as meeting area benefit requirements, thus eliminating the need for a business to track the income of persons that take, or are considered for, such jobs (24 CFR 570.208(a)(1)(vii) and (d)(5)(i));

### III. Background of a Neighborhood Revitalization Strategy Area Designation

One of the major goals and priorities of the City's Adopted 2014-18 5-year Consolidated Strategic Plan was **"To create, expand, and maintain Affordable Housing for Homeless and Low-income persons"**. This goal and priority was to address the following two barriers that were outlined in the 2013 Impediments to Fair Housing Analysis Study:

- 1) the "lack of available, decent rental units in affordable price ranges", and
- 2) the "cost of housing" for both renters and home buyers.

The City of Ames has a long standing history of having as one of its primary missions to identify, address, and implement solutions and programs that serve the needs of the elderly, disabled, homeless, extremely low-income, low-income, and moderate-income, and families in its community. In identifying the needs, the City of Ames has continued to conduct and/or partner in commissioning reports and studies to collect data to assist in determining the needs and the actions that should be taken to address those needs.

The documentation that follows will serve as an amendment to the City of Ames current 2014-2018 Consolidated Plan and 2016-17 Annual Action Plan and contains **"estimated/approximated"** data gathered on an area in Census Tract 13.01, Block Group 2 in West Ames as it pertains to the NRSA requirements. For the purposes of this designation the area will be called the **"State Avenue" NRSA**.

The City of Ames strategy for the State Avenue NRSA describes how it meets the following criteria:

- **Boundaries:** The City has identified one strategy area and the neighborhood boundaries for which the strategy applies. All areas within those boundaries are contiguous. They are not checker boarded areas across the community.
- **Demographic Criteria:** The designated area is primarily residential and contains a percentage of low-and moderate-income residents that is equal to the "upper quartile percentage" (as computed by HUD pursuant to 24 CFR 570.208(a)(1)(ii) or 70 percent, whichever is less but, in any event, not less than 51 percent.
- **Consultation:** The City will describe how the strategy is being developed in consultation with the area's stakeholders, including residents, owners/operators of businesses and financial institutions, non-profit organizations, and community groups that are in or serve the areas.
- **Assessment & Economic Empowerment:** The City's strategy includes an assessment of the demographic conditions of the area and an examination of the strengths and weakness and the opportunities for housing development and other housing and neighborhood enhancements and improvements.
- **Performance Measurements:** The strategy must identify the results (i.e., physical improvements, social initiatives and economic empowerment) expected to be achieved, expressing them in terms that are readily measurable. This will be in the form of "benchmarks."
- **Performance Reporting:** The City will report on the progress of the NRSA at the end of each Fiscal Year as part of the Consolidated Annual Performance and Evaluation Report (CAPER).

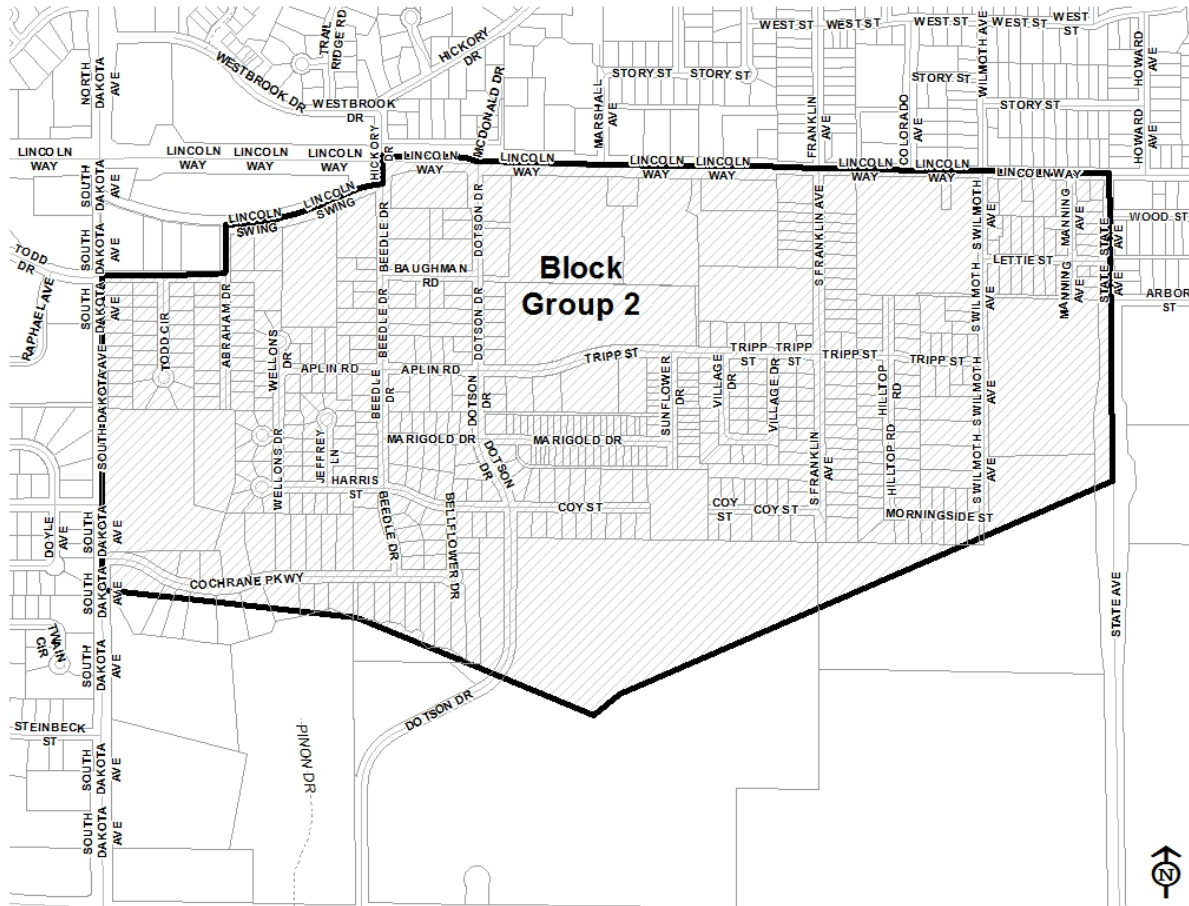
This strategy has a **minimum three-year duration** and is being integrated into the FY 2016 Action Plan as well as the subsequent Five Year 2014 - 2018 Strategic Consolidated Plan.



#### IV. Boundaries of the Area

The City of Ames is proposing one (1) area for consideration as a Neighborhood Revitalization Strategy Area (NRSA.) The area is located in Census Tract 13.01, Block Group 2 in West Ames. The State Avenue NRSA includes the neighborhoods around the south side of West Lincoln Way, the East side of South Dakota Avenue, the West side of State Avenue and North of College Creek. The area encompasses a .43 square mile geographic radius.

Figure 1-Proposed NRSA Boundaries



The Housing and Community Development Division of the City of Ames Planning & Housing Department is taking the lead in the drafting of the Neighborhood Revitalization Strategy Area designation. Participants in the State Avenue NRSA include: general stakeholders—those who live, work or own a business in the area along with key development partners in the area such as banks, developers, neighborhood and community organizations.

The selection of this neighborhood as a NRSA has been determined by a combination of factors. First, the neighborhood is eligible based upon criteria established by HUD to assure programs serve communities experiencing a high concentration of low and moderate-income residents. Second, the City has determined that a specific area within the State Avenue NRSA would optimize the kind of flexibility and economic development incentive that a designation as an NRSA permits. The lack of affordable owner-occupied and/or rental housing for low income households has been identified as a priority need in the City’s 2014-2018 5-Year Consolidated Plan. With housing a major component of this economic development effort, a significant portion of the NRSA in which housing related activities will take place are necessary to have the desired economic impact.

## V. History of State Avenue NRSA

The history of the West Ames indicates that urban development of the area began around 1902 and continues through the present day. The area is located in the Northern part of Washington Township in sections 1 and 4. The area for the most part was farmland until the 1950's. The areas along the Lincoln Way began to develop around the early 1910's and 1920's.

Today, the designated area contains a variety of land use districts that include, but not limited to: Residential, Commercial, Special Purpose, and Government zones, however, residentially zoned land makes up the primary use at 73.77%.

The area includes "approximately" of 491 parcels, of which 470 are residential and 21 are either commercial or governmental/public spaces. The commercial/office uses comprise approximately 8 acres and are primarily located along Lincoln Way. The commercial/office uses include: medical facilities, grocery stores, restaurants, financial institutions, gas stations/convenient stores, retail shops, and office spaces. The governmental/public spaces use comprises approximately 49 acres, which includes the vacant site of the former Ames Middle School, the current Ames Middle School Athletic Field and contains 2 neighborhood parks (Franklin and Christopher Gartner). Franklin Park the larger of the two parks (approximately 4 acres), is not owned by the City of Ames, and is currently being operating under an expired leased with Iowa State University.

The residential uses comprise approximately 164 acres and 470 residential parcels. Of the 470 residential parcels, 242 (58%) parcels contain rentals and 228 parcels contain non-rental units. The 242 rental parcels are comprised of approximately 818 apartments/condos/co-ops dwelling units, approximately 158 duplexes/two & three family conversion dwelling units, 55 townhome units, and approximately 84 single-family detached units for a total of approximately 1,115 rental units. The remaining 228 parcels are comprised of approximately 238 detached owner-occupied single-family dwellings.

Figure 2-Land Use Breakdown

|                                   | Land Use                            | # of Acres* | # of Parcels* | # of Units*  | Notes  |
|-----------------------------------|-------------------------------------|-------------|---------------|--------------|--|
| <b>Residential Categories</b>     | Single-Family Detached              | 103         | 312           | 322          | Some Parcels contain multiple Single-Family Houses       |
|                                   | Duplexes; two/ three-family         | 17          | 79            | 158          | Some Parcels contain multiple Duplexes, Two/three        |
|                                   | Multi-Family (Apts.; Condos/Co-ops) | 37          | 24            | 818          | Some Parcels contain multiple Multi-family units         |
|                                   | Townhomes                           | 5           | 55            | 55           | Some Parcels contain multiple Townhomes                  |
|                                   | <b>Totals</b>                       | <b>162</b>  | <b>470</b>    | <b>1,353</b> |  |
| <b>Non-Residential Categories</b> | Neighborhood Parks                  | 7           | 2             | 2            | 1 City-owned; 1 ISU Owned                                |
|                                   | Commercial/Office                   | 26          | 16            | 27           | Existing Commercial Businesses                           |
|                                   | Government/Institutional            | 42          | 3             | 4            | City, Schools, University, Medical Facilities, & Private |
|                                   | <b>Sub Total</b>                    | <b>75</b>   | <b>21</b>     | <b>33</b>    |  |
| <b>Grand Totals</b>               |                                     | <b>231</b>  | <b>489</b>    | <b>1,386</b> |  |

\*Data is estimates from the City GIS, rental housing licensing & City Assessor Records databases.

## VI. Demographic Background

Outlined below is the demographic background data on the proposed State Avenue NRSA. The primary sources for the statistical data for the proposed NRSA include: the Department of Housing and Urban Development (HUD), the 2006-2010 and 2010-2014 5-year American Community Survey (ACS) Estimates, the City of Ames GIS Data, the Ames City Assessor's Office and a site area survey. Relevant, tables, and maps are included in the proposed NRSA to illustrate pertinent information about the State Avenue NRSA.

The **primary** demographic criteria for qualifying as an NRSA is as follows:

The designated area must be primarily residential and contain a percentage of low- and moderate-income residents that is equal to the "upper quartile percentage" (as computed by HUD pursuant to 24 CFR 570.208(a)(1)(ii)) or 70 percent, whichever is less but, in any event, not less than 51 percent.

Using block group data based on the 2006-2010 American Community Survey and the FY-2016 Low Moderate Income Individuals (LMISD), the upper quartile of residents that are low- and moderate-income is determined to be 69.25%. Block Group 2 in Census Tract 13.01 in West Ames, which falls exactly within this upper quartile requirements and therefore can be a stand-alone NRSA designation.

Figure 3-Percent of LMI Persons

| Percentage Low-Moderate Income Persons             | West Ames NRSA | Ames   |
|--|----------------|--------|
| <b>City of Ames Upper Quartile LMI % - 69.25%*</b> |                |        |
| Total LMI Universe                                 | 1,870          | 50,540 |
| Total LMI Persons                                  | 1,295          | 27,195 |
| LMI Percent  | 69.25          | 20.48  |
| Designated Area Eligible for NRSA based on LMI %   | YES            | NA     |

\*American Community Survey 5-Year 2006-2010 Low and Moderate Income Summary Data from Department of Housing and Urban Development (HUD).

Figure 3.1 – Race/ Ethnic Breakdown

|   | West Ames NRSA Ethnic Breakdown* |           | Overall City of Ames Ethnic Breakdown* |             |
|---|----------------------------------|-----------|--|-------------|
| <b>Total Population</b>                       | <b>1,980</b>                     | <b>3%</b> | <b>61,276</b>                          | <b>100%</b> |
| White Alone                                   | 1,860                            | 94%       | 51,722                                 | 84.40%      |
| Black Alone                                   | 4                                | <1%       | 2,105                                  | 3.40%       |
| American Indian/Alaska Native Alone           | 1                                | <1%       | 123                                    | .20%        |
| Asian Alone                                   | 0                                | 0.00%     | 5,441                                  | 8.90%       |
| Native Hawaiian/ Other Pacific Islander Alone | 0                                | 0.00%     | 30                                     | 0.00%       |
| Some Other Race Alone                         | 38                               | <1%       | 363                                    | 0.60%       |
| Two or More Races                             | 77                               | <1%       | 1,492                                  | 2.40%       |
| Hispanic Origin (Any Race)                    | 130                              | <1%       | 1,963                                  | 3.20%       |

\*2010-2014 American Community Survey (ASC) 5-year estimates

**Note:** Based on other data sources, for 2016, it is likely that the number of other races and ethnic backgrounds living in the area is much higher than the ACS indicates, however approximate numbers could not be ascertained for this report.

Figure 3.2- Household & Economic Breakdowns

| <b>Household Breakdowns*</b>  | <b>STATE AVENUE<br/>NRSA</b> | <b>Overall<br/>City of Ames</b> |
|---|------------------------------|---------------------------------|
| Average Household size by owner   | 2.43                         | 2.41                            |
| Average Household by renter   | 2.07                         | 2.14                            |
| Median age (years)  | 22.8                         | 23.5                            |
| <b>Economic Breakdowns*</b>   | <b>STATE AVENUE<br/>NRSA</b> | <b>Overall<br/>City of Ames</b> |
| Median Household Income   | \$32,222                     | \$42,373                        |
| Median Family Income  | \$73,182                     | \$80,977                        |
| Percent of Families earning <\$24,999                                   | 10%                          | 12%                             |
| Percent of Families earning \$25,000 to \$49,999                        | 32%                          | 15%                             |
| Percent of Families earning \$50,000 to \$74,999                        | 16%                          | 19%                             |
| Unemployment Rate   | 6.62%                        | 4.10%                           |
| Poverty Status of Individuals   | 44.5%                        | 30%                             |
| Percent of people (25 years and older) graduated from High school       | 12%                          | 12%                             |
| Percent of people (25 years and older) graduated with Bachelor Degrees  | 36%                          | 33%                             |
| Percent of people (25 years and older) graduated with Masters + Degrees | 26.34%                       | 29.41%                          |

\*2010-2014 American Community Survey (ASC) 5-year estimates

Figure 3.3- Housing & Condition of Housing Stock Breakdowns

| Housing Breakdowns *, **, ***                  | STATE AVENUE<br>NRSA | Overall<br>City of Ames |
|--|----------------------|-------------------------|
| # of Occupied Housing Units                    | 1,189**              | 23,566**                |
| Owner-occupied to Renter-occupied units        | 238 (18%)*           | 9,787 (41%)**           |
| Renter-occupied to Owner-occupied units        | 1,115 (82%)*         | 13,779 (58%)**          |
| Median owner-occupied housing values           | \$120,900***         | \$172,600***            |
| Gross Rent                                     | \$731***             | \$774***                |
| Housing units built: Before 1980               | 454 (47%)**          | 12,080 (49%)**          |
| Housing units built: After 1980                | 518(53%)**           | 12,401(51%)**           |
| Percent of vacant housing                      | 5%***                | 3.70%***                |
| Tax Credit/Low-Income Subsidized Housing Units | 145 (27%)*           | 545*                    |
| <b>Condition of the Housing Stock: **</b>      |                      |                         |
| Poor 1.0                                       | 1                    | 29                      |
| Poor 1.5                                       | 2                    | 33                      |
| Below Average 2.0                              | 14                   | 198                     |
| Below Average 2.5                              | 31                   | 472                     |
| Average 3.0                                    | 511                  | 12,137                  |
| Above Average (3.5)                            | 80                   | 2,218                   |
| Good (4.0)                                     | 38                   | 1,302                   |
| Very Good (4.5)                                | 4                    | 452                     |
| Excellent (5.0)                                | 16                   | 104                     |

\*Data is estimates from the City GIS, rental housing licensing & City staff

\*\* City Assessor Records databases, does not include all condos that have been added to the market.

\*\*\*2010-2014 American Community Survey (ASC) 5-year estimates

Figure 3.4- Overall Owner- Occupied vs. Rental Occupancy Breakdowns

| Occupancy Status* | # Parcels | # of Units | % based on # of Units |
|-------------------|-----------|------------|-----------------------|
| Owner Occupied    | 228       | 238        | 18%                   |
| Rental            | 242       | 1,115      | 82%                   |
| Totals            | 502       | 1,353      | 100%                  |

\*Data is estimates from the City GIS, rental housing licensing & City Assessor Records databases.

Figure 3.5 HUD HOME Income Limits for Ames Metropolitan Statistical Area (MSA)

\*Average family size for the City of Ames

| Family Size |                     |          |          |          |          |          |          |          |          |
|-------------|---------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Median      | Income Category     | 1        | 2        | 3*       | 4        | 5        | 6        | 7        | 8        |
| \$80,977    | Extremely Low (30%) | \$16,700 | \$19,100 | \$21,500 | \$23,850 | \$25,800 | \$27,700 | \$29,600 | \$31,500 |
|             | Very Low (50%)      | \$27,850 | \$31,800 | \$35,800 | \$39,750 | \$42,950 | \$46,150 | \$49,300 | \$52,500 |
|             | Low (80%)           | \$44,550 | \$50,900 | \$57,250 | \$63,600 | \$68,700 | \$73,800 | \$78,900 | \$84,000 |

Figure 3.6- Area Facilities, Entities or Amenities Breakdowns

| Type of Facilities/Entities/Amenities                | # of Facilities/Groups |
|--|------------------------|
| Grocery/Ethnic Markets                               | 2                      |
| Restaurants  | 6                      |
| Financial Institutions                               | 3                      |
| Medical Facilities (4) /Pharmacies (1)               | 5                      |
| Non-Profit Organizations/Community Organizations     | 3                      |
| Gas Stations/Convenience Stores                      | 2                      |
| Neighborhood Associations                            | 1                      |
| Offices/Other Business                               | 3                      |
| Transportation Access (Cy-Ride, Uber, Taxi Services) | 3                      |

## **VII. Process and Community Consultation**

In order to create a NRSA designation, the City is required to amend its Community Development Block Grant 2014-18 5-year Consolidated Plan and 2016 Annual Action Plans. Thereby, the City will follow the Citizen Participation it uses in developing these Plans in order to create a State Avenue NRSA designation. This involves advertising in the area newspapers, on various social media outlets and directs mailings of public forums being held to gather input from non-profit organizations, human service agencies, community groups, citizens, etc. It will involve meeting directly with impacted neighborhood associations, area businesses, area residents, area property owners, property managers, and area institutional organizations.

The City of Ames welcomes input regarding the concept of creating a NRSA in this area. Beginning in February 2016, City staff, as part of preparing its 2016-17 Annual Action Plan, hosted public forums, and meetings with the impacted neighborhood association to educate and to gain input regarding creating a NRSA. In March 2016, staff conducted a public meeting with City Council as a follow-up to the meetings with the public and neighborhood association regarding the NRSA concept. With consensus from the community and the neighborhood association, City Council directed staff to proceed with the process of amending the City's 2014-18 Adopted Five-Year Consolidated Plan to create a Neighborhood Revitalization Strategy Area in the West Ames, Census Tract 13.01; Block Group 2 area. (see Attachments A & B- City Council Minutes)

As outlined in the NRSA guidelines established by HUD, staff through directed mailings, invited and hosted specific individual community consultations with the following groups: neighborhood association, area businesses/operators, (financial institutions, non-profit organizations/community organizations, government institutions), area residents, property owners and managers, developers). During these community consultations, staff discussed a conceptual framework for a State Avenue West NRSA, specifically regarding the redevelopment of a 10+-acre parcel of land owned by the City in the area, along with various types of programs and services that could be provided to the area. The impacted neighborhood association has been very engaged in the process and provided feedback as noted in the above paragraph. Additionally, they have been very helpful with outreach to the residents of the area. The participation from the business/operators centered on questions about the overall concept of NRSA and what benefits could be applicable to their business needs. There was only one concern expressed by an area developer, that having a NRSA designation could be viewed as a negative impact on the area. (see Attachment C-Open House Invitations)

Any comments received during the 30-day public comment period and during the public hearing, including responses to those comments will be attached with this amendment.

## **VIII. Assessment of Economic Conditions**

- There are a total of approximately 1,189 housing units in the designated NRSA area, of which 922 units (78%) is renter-occupied; and 267 units (22%) are owner-occupied, this is approximately a 20% higher rental occupancy than the city as a whole;
- The percent of vacant housing in the designated area is approximately 5%, which is slightly higher than the city at 3.70% as a whole;
- The unemployment rate in the area is 6.26%, which is slightly higher than the 4.10% for the city as a whole;
- The median household income in the area is \$32,222, which is lower as compared to \$42,373 for the city as a whole;
- The poverty status of individuals in the area is 44.5%, compared to 30% of the city as a whole;
- The education attainment of the residents beyond high school in the designated area is comparable to that of the residents in the city as a whole;
- Gross rent median dollars is \$731, is about \$43 dollars less, compared to \$774 for the city as a whole;
- The median family income in the area \$73,182, which is just over \$7,000 (10%) lower in comparison to that of \$80,977 for the city as a whole;
- The number of families earning less than \$50,000 is 42%, compared to 27% in the city overall
- Median owner-occupied housing values are \$120,900 within the area, compared to \$172,600 for the city as a whole;
- The percent of housing units built before 1980 is comparable to that in the city as a whole.
- The area contains approximately 145 (27%) units of Low-Income Tax Credit/Low-Income Tax Credit/Low-Income Subsidized Housing Units, compared to 545 units in the city as a whole;
- For the size of the area, it contains a good high number of commercial businesses, medical facilities, financial institutions, restaurants, parks and access to various transportation services;
- The 90% of overall condition of the housing stock is ranked Average to Excellent.

### **Strength/Opportunities**

- Availability of vacant land owned by the City of Ames that can be re-developed into low and moderate cost housing for either owner and/or renter households;
- Strong commercial and retail businesses;
- Access to City-wide Cy-Ride Bus Service;
- A number of medical facilities, financial institutions, retail shops, & restaurants;
- Active Neighborhood Association;
- Updated Infrastructure Improvements have occurred within the last 3-5 years.



**Weaknesses/Areas for Improvement**

- Slightly higher unemployment rate
- Higher poverty rate compared to the city overall
- Higher percent of rental housing units compared to the city overall
- Higher percent of families earning less than \$30,000 compared to the city overall
- Neighborhood parks are underutilized, Franklin Park is not owned by the City

The proposed State Avenue NRSA is a strong and active area that contains good services and amenities for residents living in the area. The weaknesses can be attributed to the high number of the student rental population in the area, which will affect the poverty and unemployment rates and annual earnings of households.

## **XI. Opportunities for Economic Development and Empowerment**

As documented in the City's 2013 Impediments to Fair Housing Study, there is a shortage of affordable housing units of both owner-occupied and rental units for households with incomes at 80% or less of the Ames Metropolitan Statistical Area (MSA). To address this issue, the City of Ames has adopted in its 2014-2018 CDBG Consolidated Plan the following goals and priorities:

1. Goal: Utilize and leverage CDBG Funds for Low and Moderate Income Persons through private and public partnerships as follows:

A1. Objective: To create, expand and maintain Affordable Housing for Homeless and Low-income persons.

Outcomes:

- i. Increase the supply of affordable rental housing
- ii. Improve the quality of affordable rental housing
- iii. Increase the availability of affordable owner-occupied housing
- iv. Maintain the supply of affordable owner-occupied housing
- v. Provide temporary rental assistance
- vi. Increase the supply of mixed-use development
- vii. Expand and maintain the supply of emergency shelter and transitional housing

A2. Objective: To maintain the Community Development Services of the Community

Outcomes:

- i. Continue provision of the Public Service Needs for homeless, special populations, and low-income households (utilities, rent, deposits, childcare, transportation, employment training, substance abuse, health services, legal services, other public service needs) and reduce duplication of services.
- ii. Continue provision of Public Facilities Needs for homeless, special populations and low-income households (senior centers, homeless facilities, child care centers, mental health facilities, neighborhood facilities, and other public facilities needs).
- iii. Continue provision of Public Infrastructure Needs in low-income census tracts (water, street, sidewalk improvements).

2. Goal: Utilize and leverage CDBG Funds for NON-Low and Moderate Income Persons through private and public partnerships as follows:

A1. Objective: Address Housing Needs in Non-Low and Moderate Income Census Tracts

Outcomes:

- i. Integrate affordable and market rate residential developments
- ii. Remove blight and deteriorated housing to reuse into new housing
- iii. Support and address code enforcement of deteriorated housing
- iv. Remove blight and deteriorated housing in flood plain and other hazardous areas.

The State Avenue NRSA is buoyed by private market activity in both the housing and commercial sectors. However, based on the data outlined in this document, the challenges ahead include the ability to: 1) create, through infrastructure and housing development, additional owner-occupied housing units for both low and moderate income households; 2) to improve the owner-occupied existing housing stock conditions; 3) to increase the public service program opportunities to very low income households find decent, safe and affordable rental housing units; and 4) Maintain a neighborhood park for use for families and households.

Emphasis on the above four areas will a positive impact and provide balance to this proposed NRSA.

## X. Performance Measures

There are three years remaining in the City’s 2014-18 5-year Consolidated Plan in which, the opportunity to address the above four (4) challenges are available. In the City’s current 2016-17 Annual Action Plan, the following program activities and funding have been outlined to help address three of the four challenges that include the following:

- 1) Infrastructure Improvements Program for 321 State Avenue for housing production;
- 2) Home Improvement Rehabilitation Program for single-family owner-occupied housing units;
- 3) Homebuyer Assistance Program; and
- 4) Renter Affordability Programs

The fourth challenge is to maintain an existing neighborhood park in the NRSA. Neighborhood parks provide much needed open space, a recreational area for families to play and a place for the neighborhood to gather. Not securing this site may result in the one of two parks in the area to be redeveloped into another use.

Setting performance benchmarks in the proposed State Avenue NRSA will allow for more effective and efficient monitoring and evaluation strategies.

The tables below identify the goals and objectives for each performance measure that can be addressed over the next three remaining years of the 5-years of the Consolidated Plan:

**Figure 4. Housing Performance Measurements**

|  |
|--|
| <b>1. Objective:</b> Increase the number of owner-occupied housing units for family households Incomes at 80% of the Ames MSA  |
| <b>Benchmark:</b> Provide Homebuyer Assistance to 12-15 homebuyers in purchasing newly constructed or rehabilitated housing over the next 3 years  |
| <b>2. Objective:</b> Maintain and sustain the current housing stock for owner-occupied households with incomes at 80% or less of the Ames MSA through a Home Improvement Rehabilitation type Programs. |
| <b>Benchmark:</b> Provide financial assistance to rehabilitate 5-10 owner-occupied homes over the next 3 years.  |
| <b>3. Objective:</b> Increase the supply and affordability of rental housing for households at 60% or less of the Ames MSA in the NRSA   |
| <b>Benchmark:</b> Assist 5-7 households with Deposit, 1 <sup>st</sup> Month Rent, Transportation and/or Childcare needs with incomes at 60% or less of the Ames MSA per year over the next 3 years     |

**Figure 5. Infrastructure Performance Measurements**

|  |
|--|
| <b>Objective:</b> Install infrastructure improvements (streets, utilities, sidewalks) at 321 State Avenue to increase the stock of mixed affordable owner-occupied housing for the area.   |
| <b>Benchmark:</b> Provide assistance to builders/developers for the construction of 40-50 lots for single family housing units over the next three years, of which at least 51% (20-26) would be available to family households with incomes at 80% or less of the Ames MSA. |

**Figure 6. Acquisition of Land for Public Facilities and Improvement Performance Measurements**

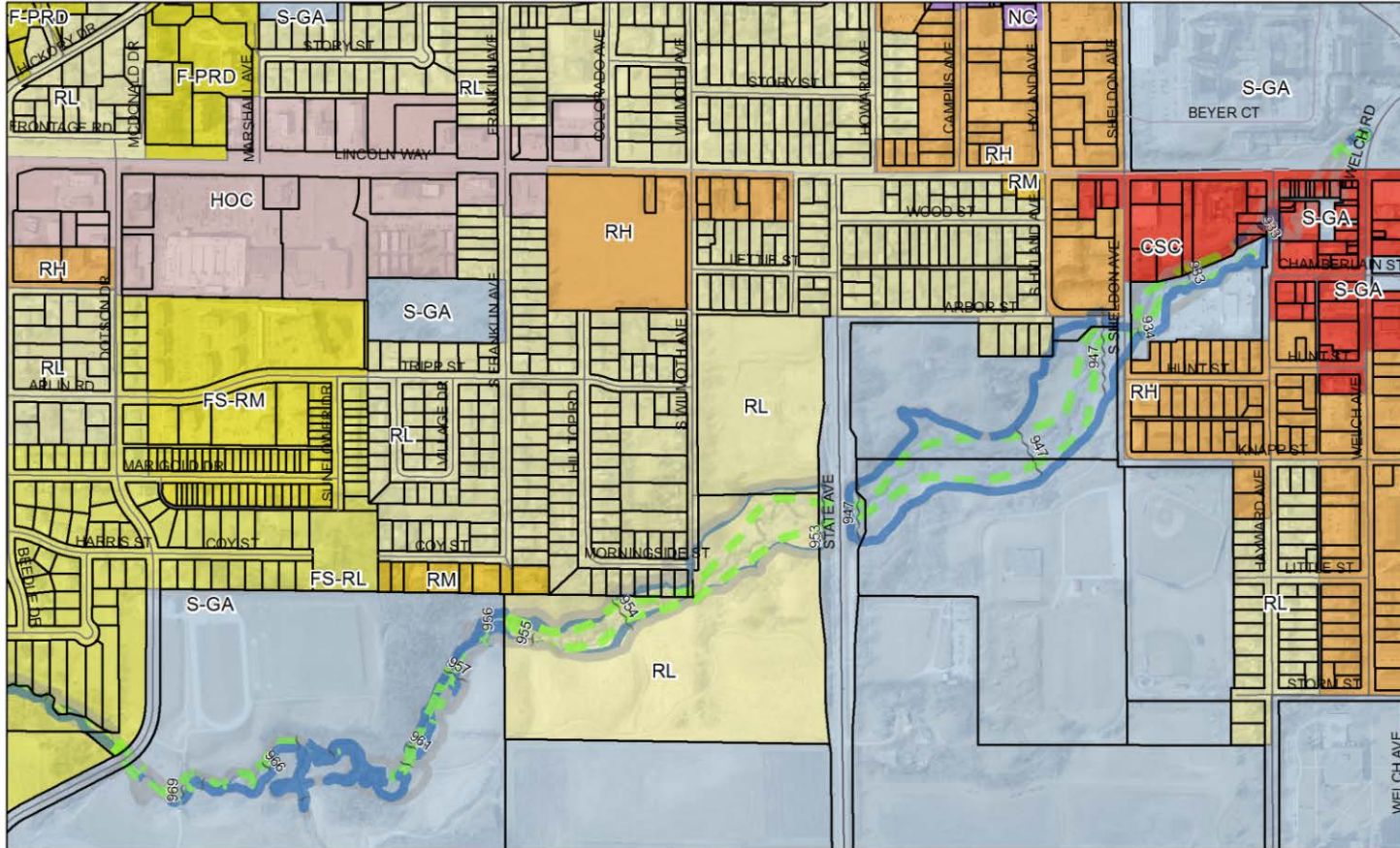
|  |
|--|
| <b>Objective:</b> Assist in maintaining or in the development of recreational opportunities within NRSA, specifically that of a neighborhood park and/or open space areas. |
| <b>Benchmark:</b> Acquire available land to maintain or relocate a neighborhood park within the next year.   |

## **XI. Vision**

The State Avenue NRSA is envisioned as a community where business, residential and recreational activities flourish. This area has good jobs that are accessible, can attain a balance of housing units affordable to and occupied by low-, middle- and high-income residents. Recreational opportunities that exist for area children and adults and attract people from the community. With the active neighborhood association, the physical environment of the State Avenue NRSA can be well maintained and free vacant and underutilized properties. The neighborhood commercial areas are well defined, vital and well connected by streets that accommodate people using public transportation, in cars, on foot and on bicycles in attractive, safe settings. Commercial districts provide the goods and services area residents want and need are integrated, as are area residents, into the larger economy of Ames.



# Appendix D-321 State Avenue Zoning Map



## 321 State Zoning Map

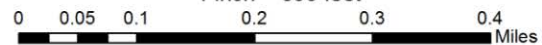
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Date: 6/15/2016



NORTH

1 inch = 600 feet



# Appendix E-Census Tract 13.01 Map

