

Staff Report

UPDATE ON LINCOLN WAY CORRIDOR PLAN

November 22, 2016

BACKGROUND:

The objectives of the plan for the Lincoln Way Corridor are to create identity as a place, support multi-modal transportation, and revitalize properties with land uses that support the corridor's context and identity. To meet these objectives, the Corridor Plan includes Focus areas to address different priorities along the corridor. The Focus Areas allow for more in-depth review of contextual redevelopment options, rather than broad and general interests in redevelopment and intensification along the corridor. The City Council identified the following five Focus Areas during its April review of the consultant's initial findings:

1. Downtown Gateway (Clark Avenue to Duff Avenue)
2. Lincoln Way and Grand Avenue (Oak Avenue to Grand Avenue)
3. Oak to Riverside Neighborhood
4. Campustown Transition (Sheldon Avenue to Campus Drive)
5. Westside Mixed Use (West Hy-Vee Area/Beedle Drive to Colorado Avenue)

In June the consultants held a visioning workshop for the five chosen focus areas. Residents, business owners and the general public were invited to provide input on what is desired in individual focus areas and to identify places where they would like to see specific improvements in land use and development, urban design and character, or transportation and mobility. The workshop included visual preference surveys as well as chances to provide written comments on specific ideas. Responses for the overall corridor needs related to issues such as image and identity, bike and pedestrian-friendliness, aesthetics and character of streets and developments, housing conditions, connections to other destinations, and safe and effective transit.

Over the summer and fall the consultants evaluated the feedback received and drafted their preliminary assessment and recommendations for the corridor and the focus areas. On November 10th the consultants held Focus Area Workshops to present the recommendations for each of the focus areas for public comment. Property owners within the five focus areas were given notice by mailed postcards with additional publication, social media outlets, and the project and City websites being used for general notice of the workshop sessions. Presentation materials from the workshop sessions are on the project [website](#) for anyone who was unable to attend. The Focus Area presentation is the top link on the page at "click here."

The PowerPoint presentation of the workshop analysis and recommendations is included with this report. The PowerPoint includes what the consultant synthesized down from public input as objectives for the focus areas, as well as conceptual development modeling for each area. **Staff will review these recommendations with Council in more detail at the meeting on Tuesday.**

Staff Comments:

The Focus Area Workshops averaged between 10-15 people for each of the three sessions. Staff believes that the objectives identified in the recommendations are appropriate for the focus areas and that some clear priorities and options emerged during the corridor planning process. Priorities varied from improving access management and mobility along the corridor with minor building improvements to promoting additional infill to the west and for significant redevelopment adjacent to Downtown. **Staff believes that the greatest priority for identifying a vision and expected redevelopment is the Downtown Gateway area centered upon Kellogg due to development and community interest.** The likely lowest priority for redevelopment is the Grand/Lincoln Way area due to availability of land and lack of priorities for reuse compared to other areas in the corridor. Staff will discuss all of these areas in more detail at the City Council meeting.

The next step for the consultant is to prepare a complete draft plan that addresses the whole corridor with continued refinements to the Focus Areas. Estimates of development potential for commercial square footage and housing units will also be available. The consultant believes that the first draft of the plan will be available for staff before the end of the year. Meeting this timeline of completing a draft plan allows for City Council, Planning and Zoning Commission, and public review at the beginning of next year with a goal for Council approval of a final plan in March.

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Community Open House:
Focus Area
Recommendations

November 10, 2016

Today's Discussions

- ▶ **Review of Community Outreach**
- ▶ **Focus Area Recommendations**
- ▶ **Community Discussion**

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CORRIDOR PLAN

Community Outreach Review

Community Outreach Review

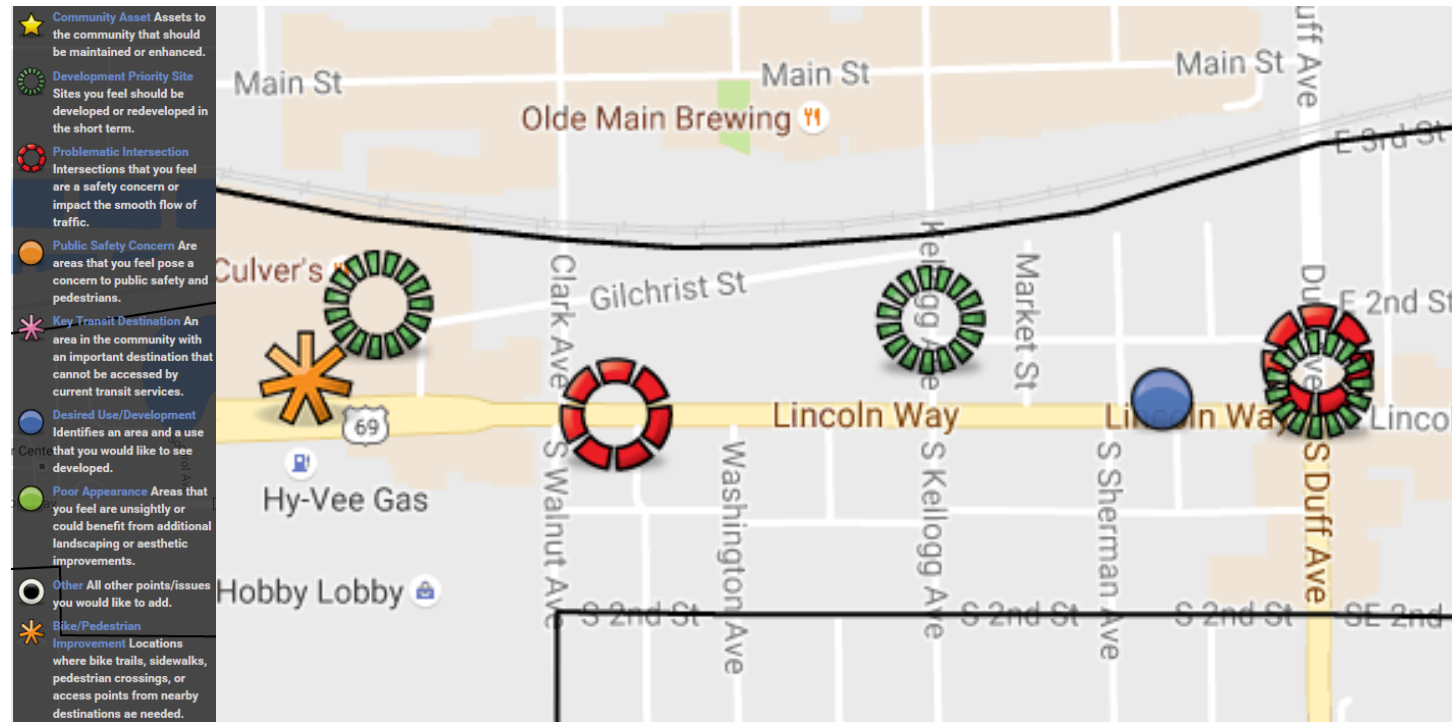
- ▶ **March 2016:**
 - ▶ **Corridor-wide Workshop**
 - ▶ **Neighborhood Workshop**
 - ▶ **Business Workshop**
- ▶ **June 2016: Focus Area Visioning**
- ▶ **Project Website**
 - ▶ **Questionnaires**
 - ▶ **sMap**

Corridor-wide Outreach

- ▶ **Image and identity of Lincoln Way**
- ▶ **Bike and pedestrian-friendliness**
- ▶ **Aesthetics and character of street and development**
- ▶ **Housing conditions**
- ▶ **Connections to other destinations**
- ▶ **Safe and effective transit**

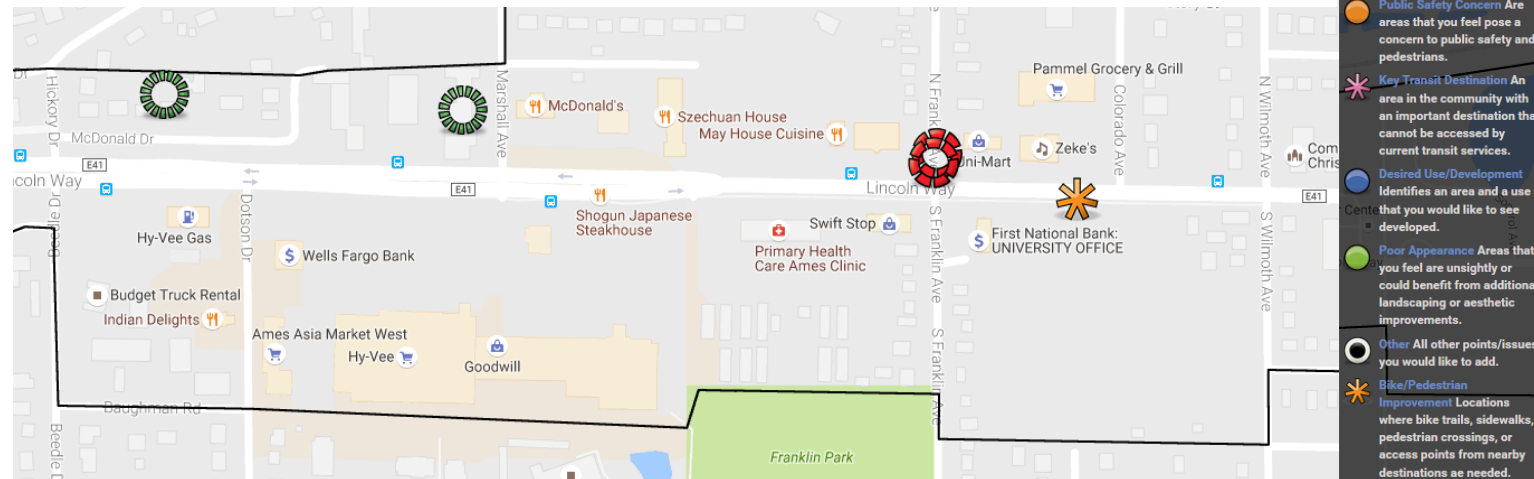
Downtown Gateway Outreach

- ▶ Lack of optimized land use in Downtown area
- ▶ IDOT jurisdiction of Lincoln Way
- ▶ Need to encourage property assembly
- ▶ Need design guidelines for good character
- ▶ Wayfinding to Main Street is needed
- ▶ Hotel to serve Downtown area
- ▶ Entrance to downtown on Kellogg
- ▶ Parking management



Westside Mixed Use Outreach

- ▶ **More dining options in this area**
- ▶ **Better landscaping for a more attractive commercial area**
- ▶ **More trees along the street**
- ▶ **Needs to be more pedestrian friendly**
- ▶ **Protect surrounding neighborhoods**

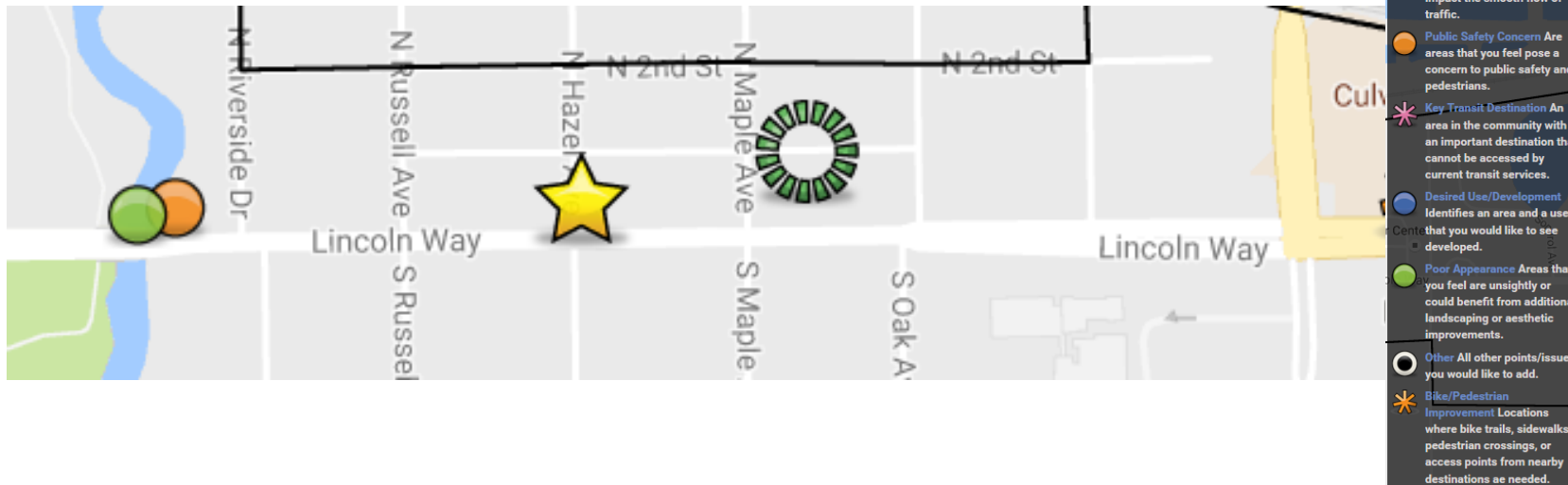


Lincoln Way & Grand Ave Outreach

- ▶ **Good area for rowhomes of good character**
- ▶ **Possible expansion of Downtown area**
- ▶ **Screen railroad corridor**
- ▶ **Use old building for model of development character**
- ▶ **Better access to bike/pedestrian overpass/underpass**

Oak-Riverside Outreach

- ▶ **Area between Downtown and Campustown is not bike/pedestrian friendly**
- ▶ **Preserve Squaw Creek as development occurs**
- ▶ **Preserve residential character of the neighborhood**



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Focus Area

Recommendations

Downtown Gateway

- ▶ **Priorities & Objectives**
 - ▶ **Provide a clear link (physical and character) to Downtown Ames**
 - ▶ **Encourage the assembly of larger redevelopment lots**
 - ▶ **Support more intense development**
 - ▶ **Make Lincoln Way safer to walk along and across**
 - ▶ **Encourage a variety of uses that complement Downtown**

Downtown Gateway



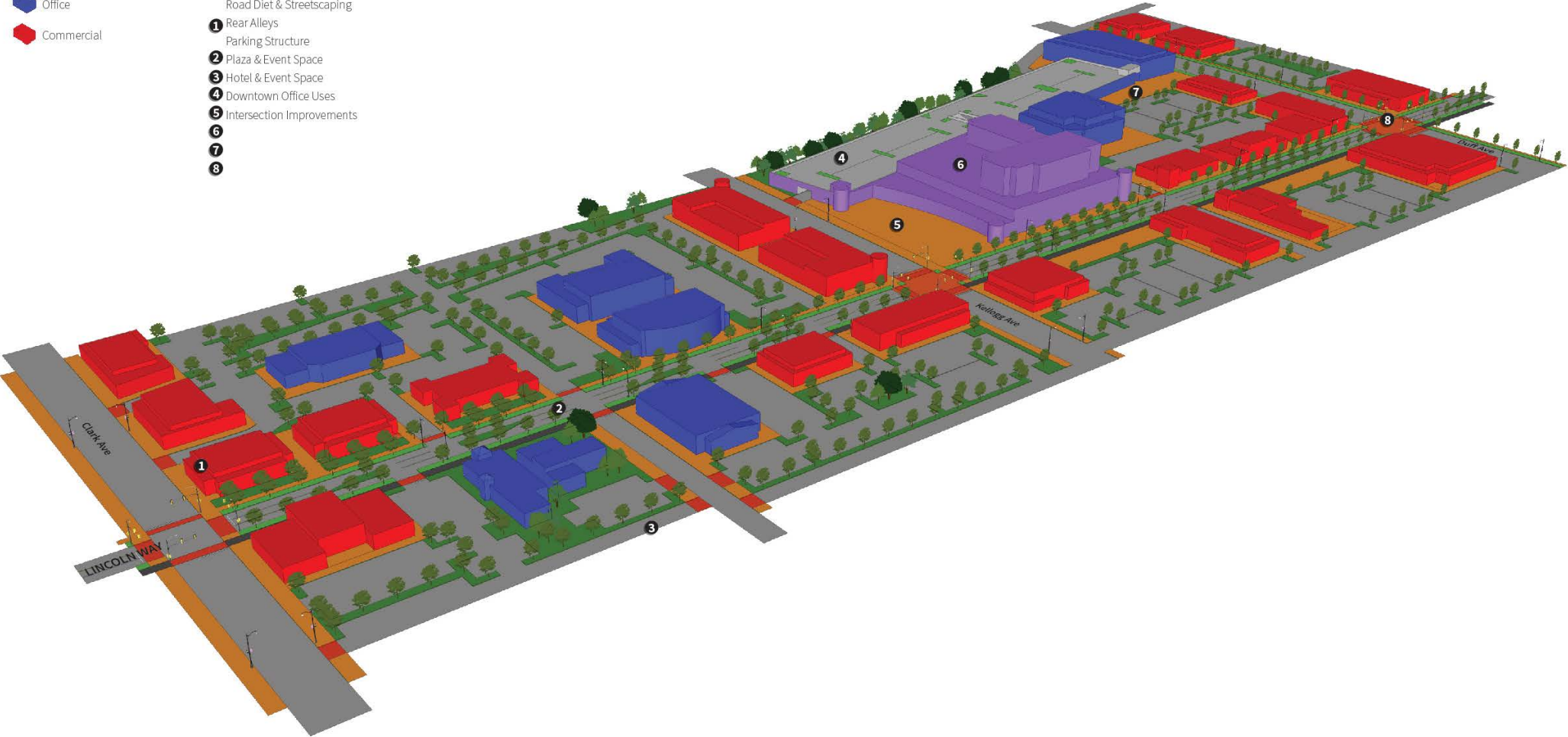
Downtown Gateway

Focus Area Redevelopment Concept - *Alternative 1*

Downtown Gateway

- Hotel
- Office
- Commercial

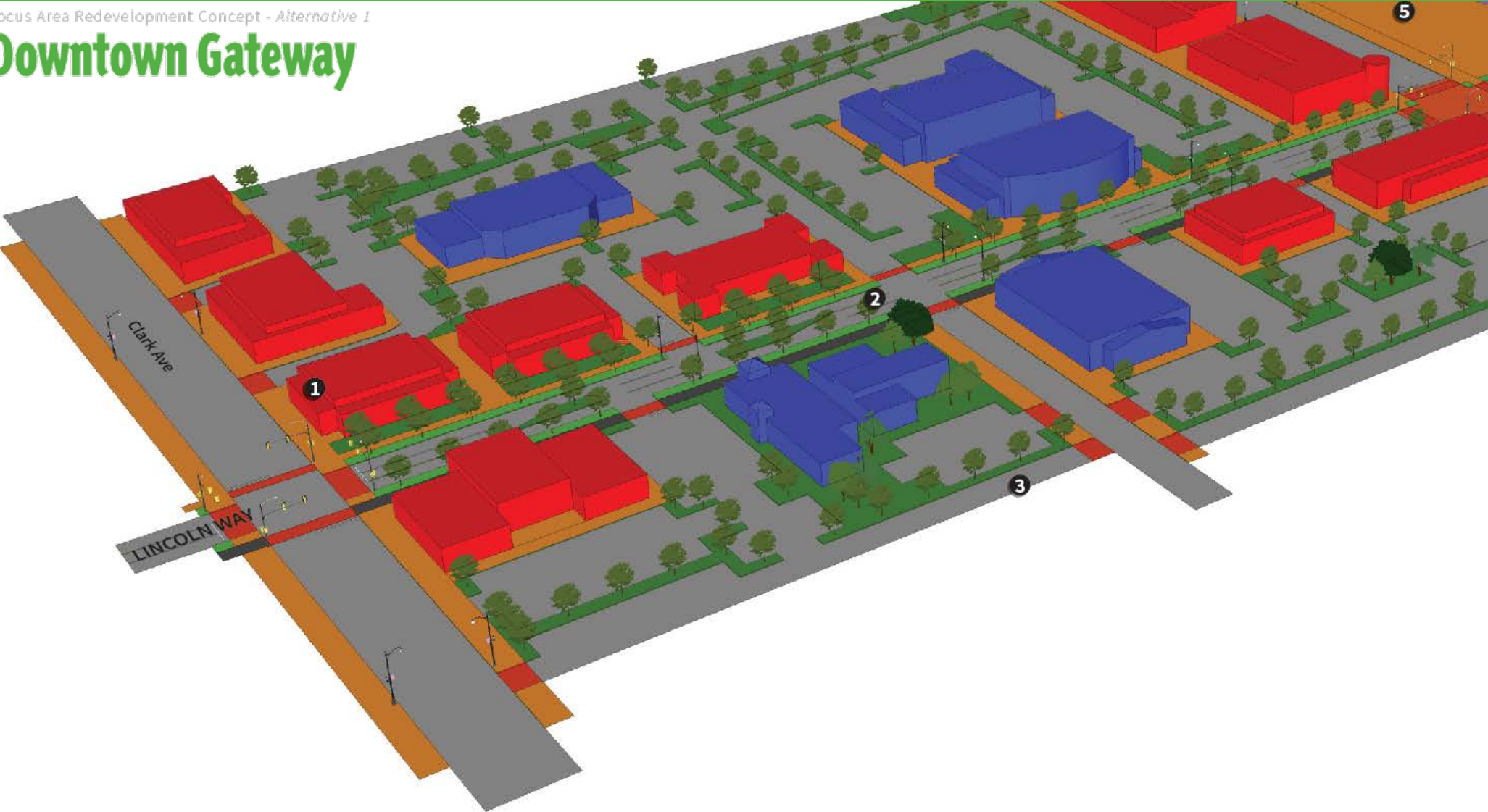
- Typical Commercial
Redevelopment
Road Diet & Streetscaping
- 1 Rear Alleys
 - 2 Parking Structure
 - 3 Plaza & Event Space
 - 4 Hotel & Event Space
 - 5 Downtown Office Uses
 - 6 Intersection Improvements
 - 7
 - 8



Downtown Gateway

Focus Area Redevelopment Concept - *Alternative 1*

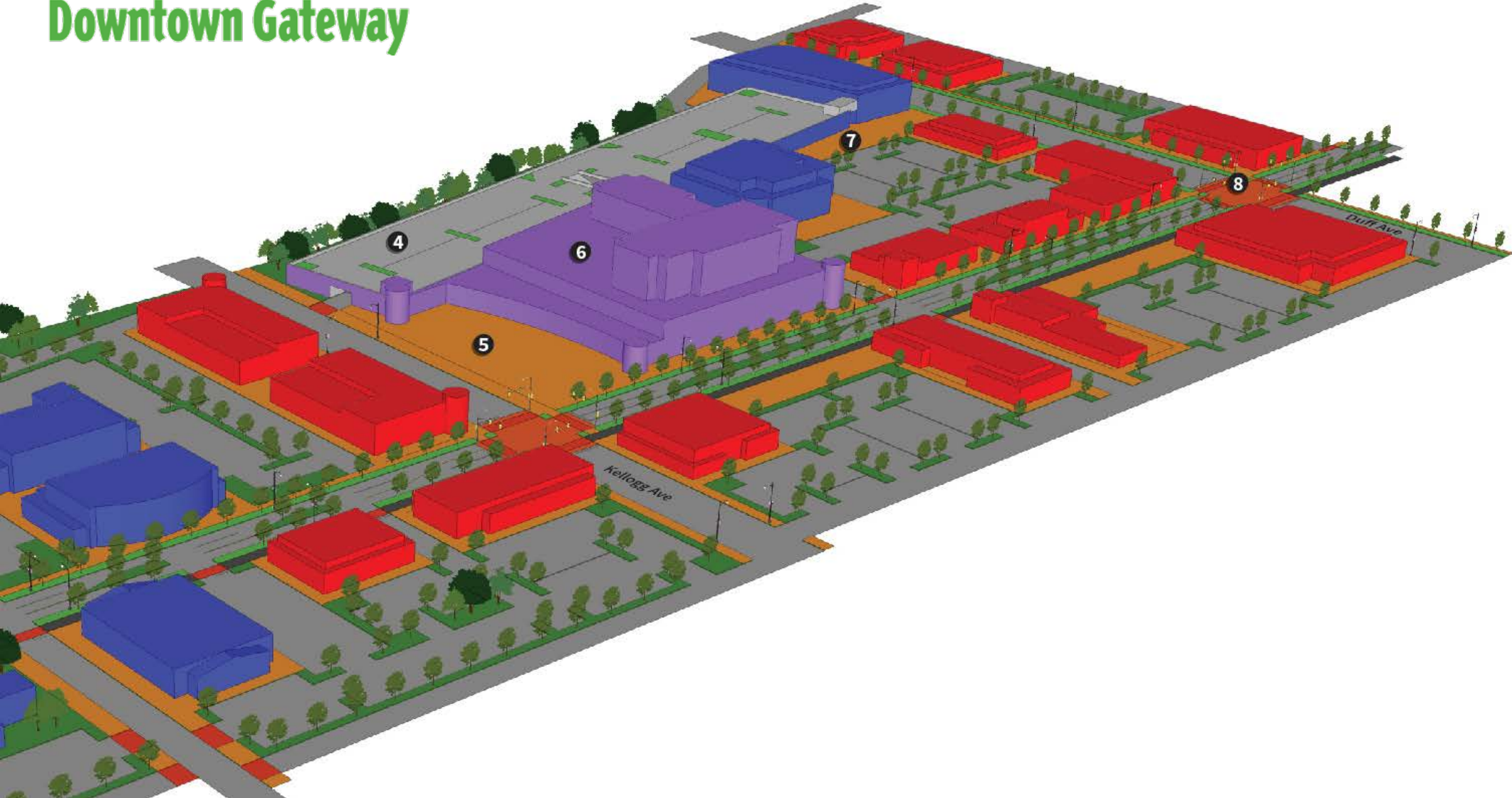
Downtown Gateway



Downtown Gateway

Focus Area Redevelopment Concept - *Alternative 1*

Downtown Gateway



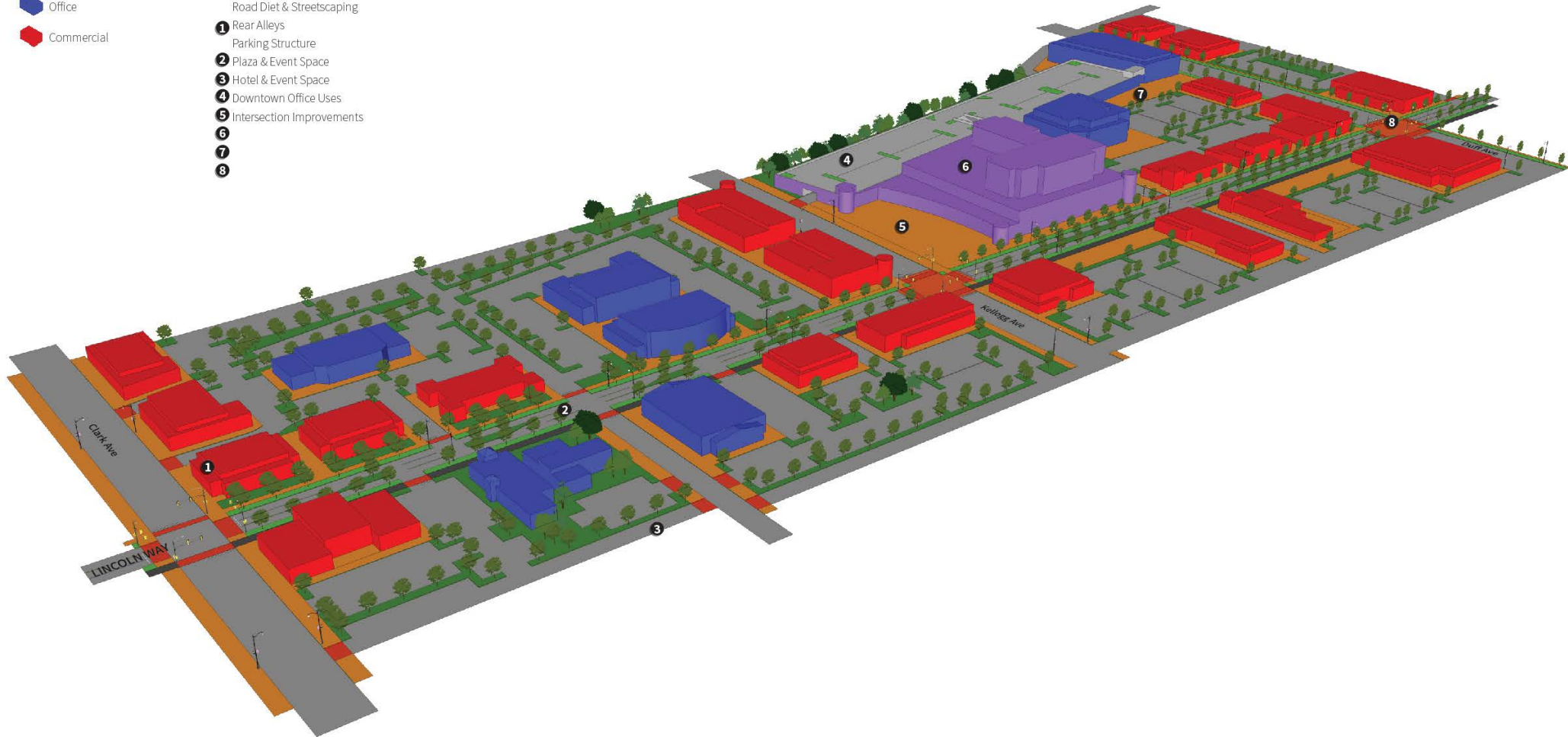
Downtown Gateway

Focus Area Redevelopment Concept - *Alternative 1*

Downtown Gateway

- Hotel
- Office
- Commercial

- Typical Commercial
Redevelopment
Road Diet & Streetscaping
- 1 Rear Alleys
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 - 5 Downtown Office Uses
 - 6 Intersection Improvements
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 - 8



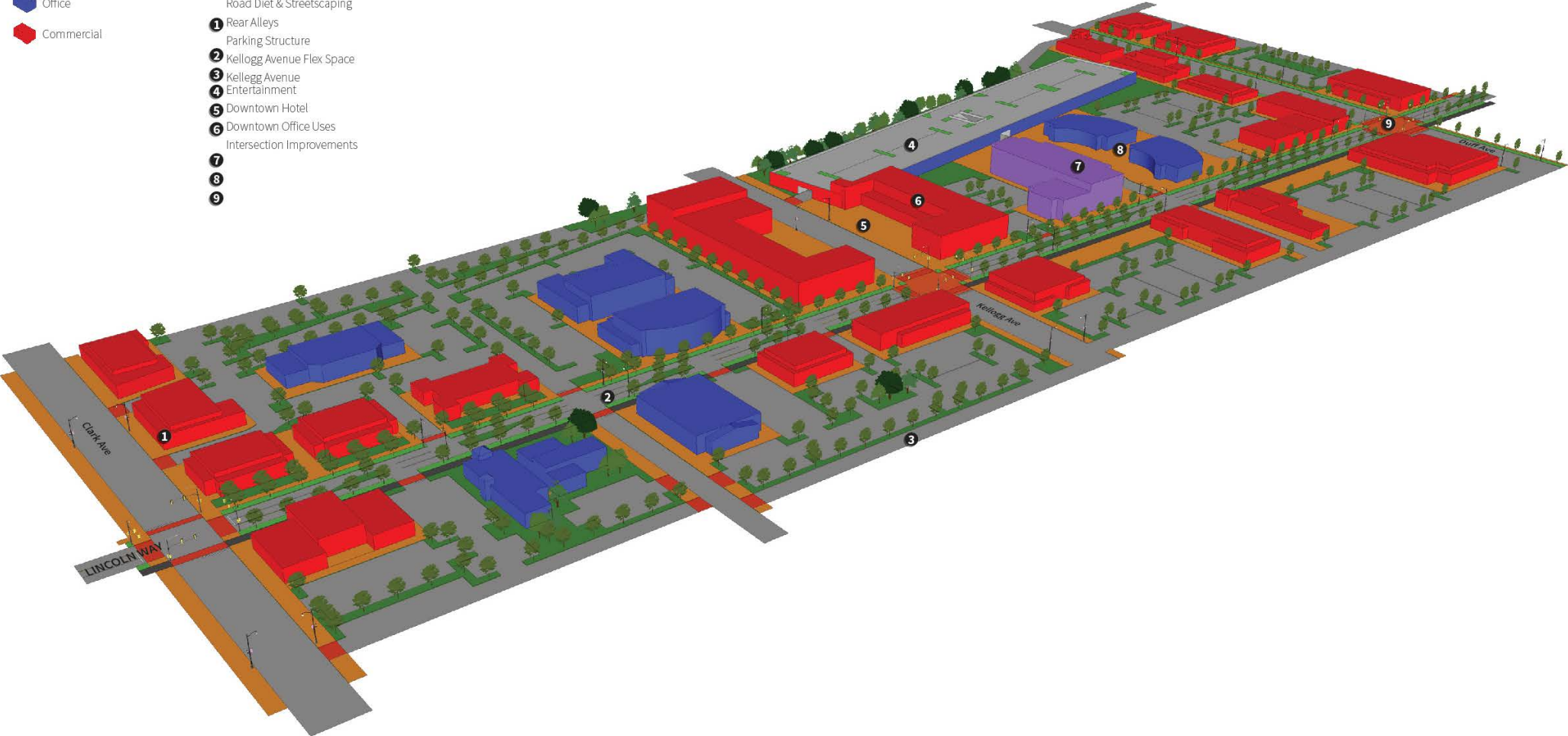
Downtown Gateway

Focus Area Redevelopment Concept - *Alternative 2*

Downtown Gateway

- Hotel
- Office
- Commercial

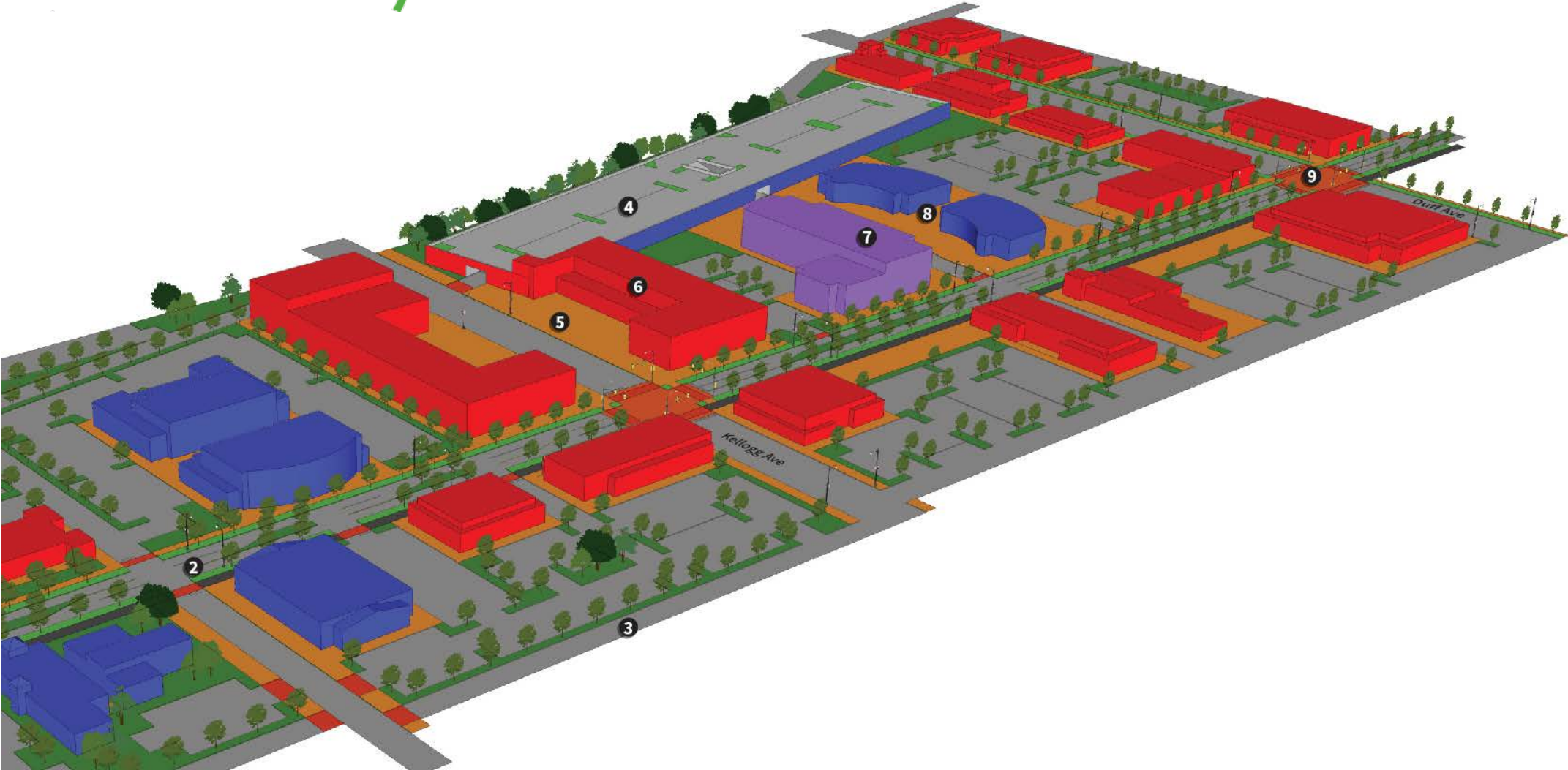
- Typical Commercial Redevelopment
- Road Diet & Streetscaping
- 1 Rear Alleys
- 2 Parking Structure
- 3 Kellogg Avenue Flex Space
- 4 Kellogg Avenue Entertainment
- 5 Downtown Hotel
- 6 Downtown Office Uses
- 7 Intersection Improvements
- 8
- 9



Downtown Gateway

Focus Area Redevelopment Concept - Alternative 2

Downtown Gateway

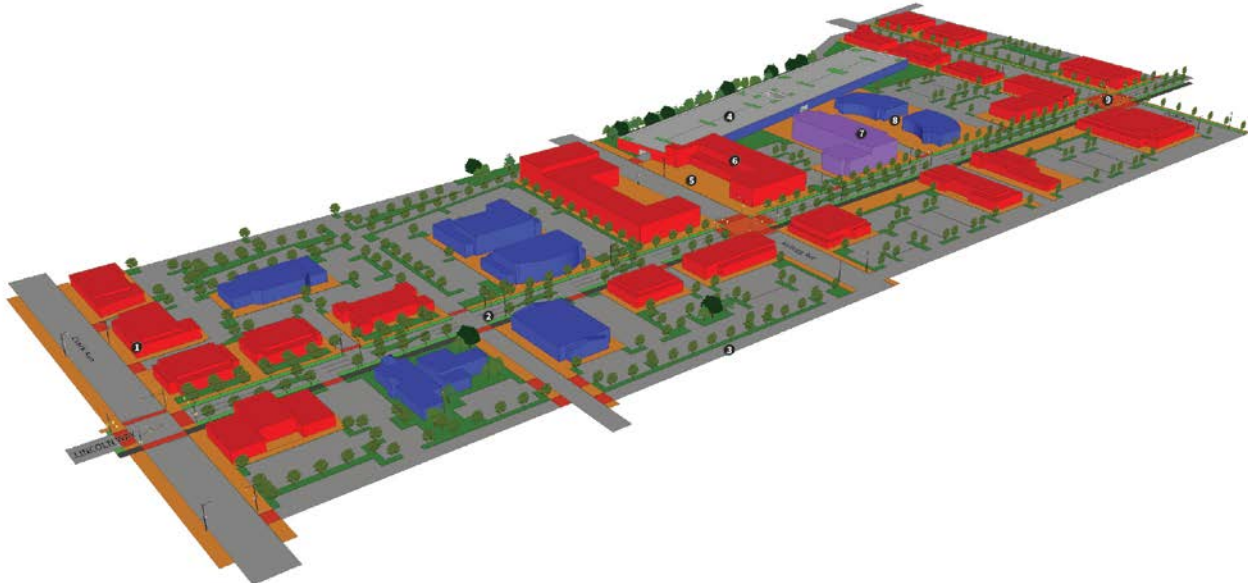
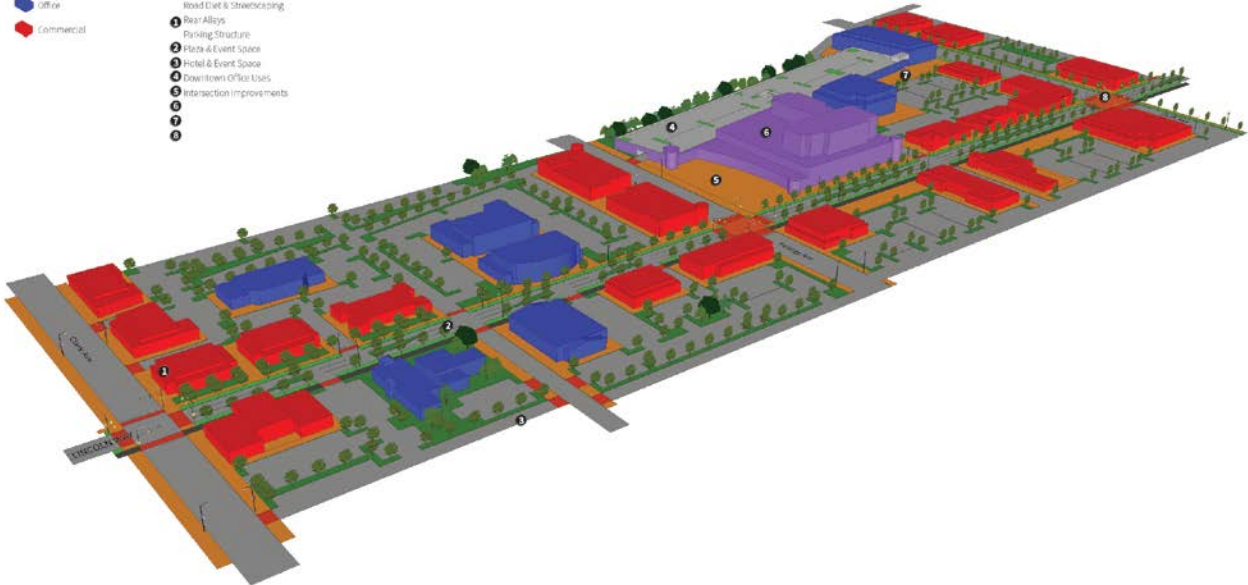


Downtown Gateway

Downtown Gateway

- Hotel
- Office
- Commercial

- Typical Commercial Redevelopment
- Road Curb & Streetscaping
- 1 Rear Alleys
- 2 Parking Structure
- 3 Plaza & Event Space
- 4 Hotel & Event Space
- 5 Downtown Office Uses
- 6 Intersection Improvements
- 7
- 8



Campustown Transition

▶ **Priorities & Objectives**

- ▶ **Establish a clear boundary for Campustown-zoned development**
- ▶ **Transition from higher-intensity mixed-use to single-family residential**
- ▶ **Manage driveway access along Lincoln Way**
- ▶ **Create attractive frontage along Lincoln Way and local streets**

Campustown Transition

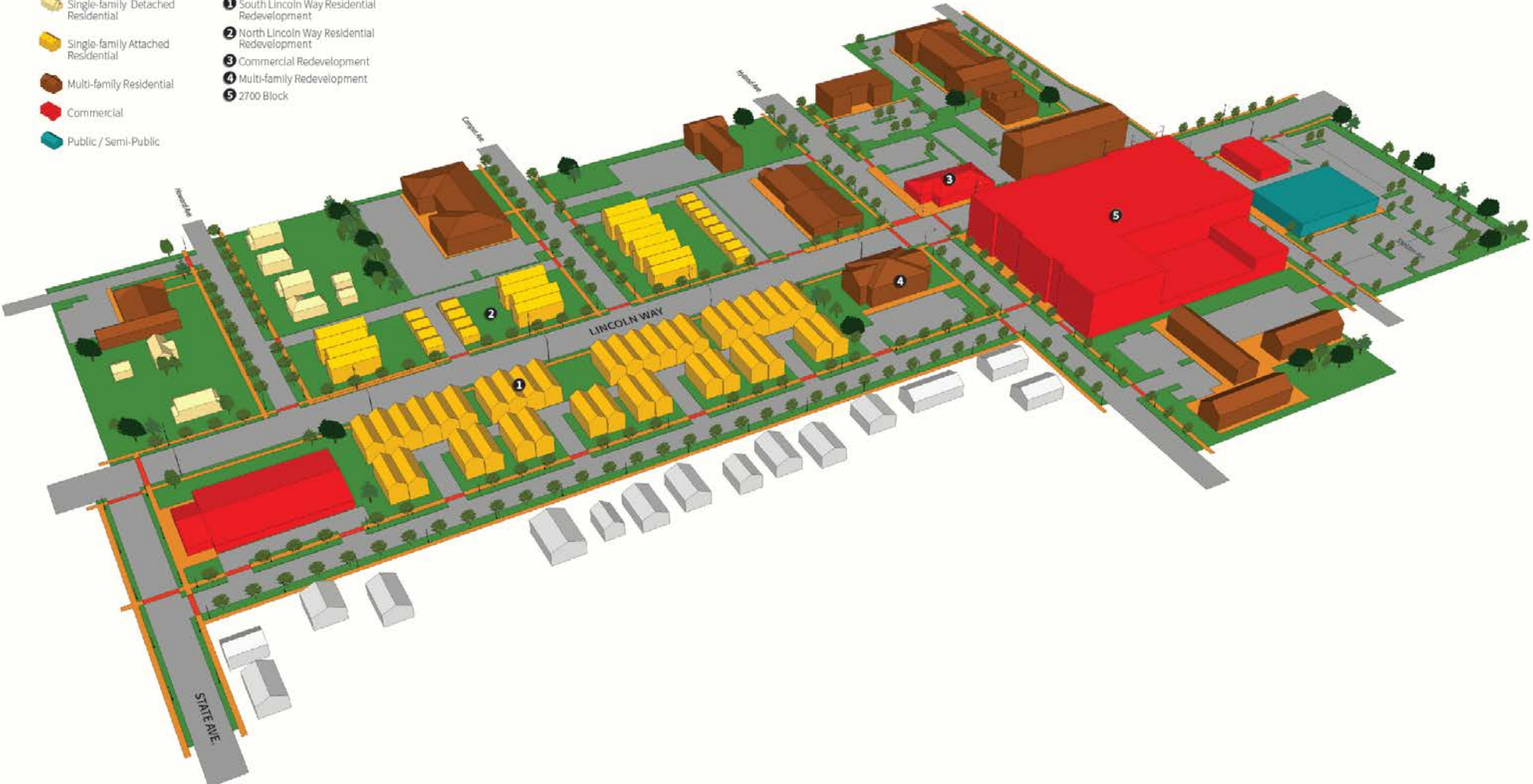


Campustown Transition

Focus Area Redevelopment Concept

Campustown Transition

- Single-family Detached Residential
 - Single-family Attached Residential
 - Multi-family Residential
 - Commercial
 - Public / Semi-Public
- 1 South Lincoln Way Residential Redevelopment
 - 2 North Lincoln Way Residential Redevelopment
 - 3 Commercial Redevelopment
 - 4 Multi-family Redevelopment
 - 5 2700 Block



Campustown Transition

Focus Area Redevelopment Concept

Campustown Transition



Campustown Transition

Focus Area Redevelopment Concept

Campustown Transition

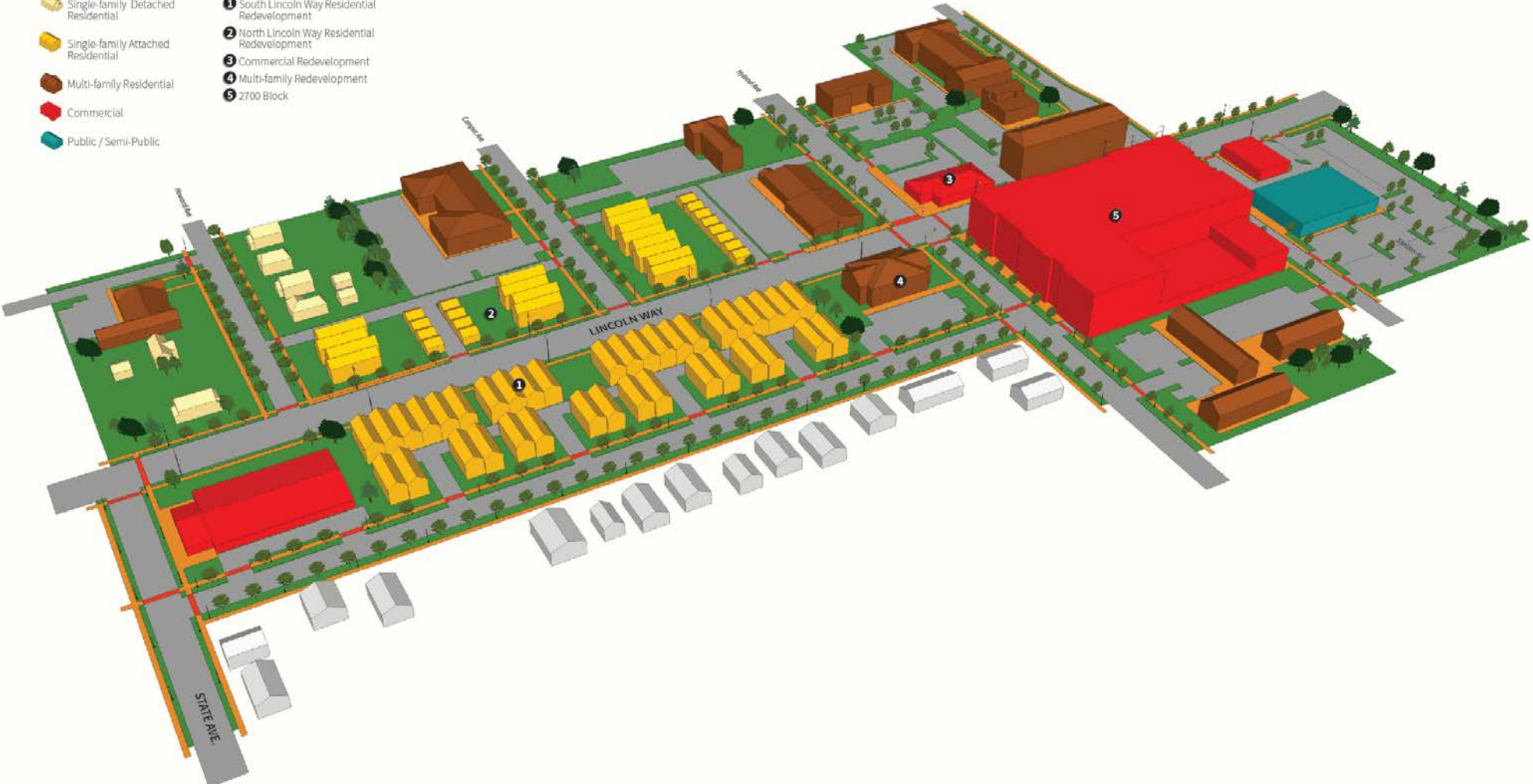


Campustown Transition

Focus Area Redevelopment Concept

Campustown Transition

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- 1 South Lincoln Way Residential Redevelopment
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 - 3 Commercial Redevelopment
 - 4 Multi-family Redevelopment
 - 5 2700 Block



Westside Retail

▶ **Priorities & Objectives**

- ▶ **Create a safe east-west bicycle corridor**
- ▶ **Support redevelopment of underutilized commercial properties**
- ▶ **Balance vehicular access with pedestrian and transit mobility**
- ▶ **Enhance the design of large parking areas**
- ▶ **Increase residential density around commercial services**
- ▶ **Improve the character of the streetscape**

Westside Retail



Westside Retail

Focus Area Redevelopment Concept

Westside Retail

- Single-family Detached Residential
- Multi-family Residential
- Commercial
- 1 Commercial Infill
- 2 Residential Redevelopment
- 3 Parking Lot Landscaping
- 4 Commercial Streetscaping
- 5 Dedicated Bike Trail
- 6 Commercial Revitalization



Westside Retail

Focus Area Redevelopment Concept

Westside Retail



Westside Retail

Focus Area Redevelopment Concept

Westside Retail



Westside Retail

Focus Area Redevelopment Concept

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- Single-family Detached Residential
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- 3 Parking Lot Landscaping
- 4 Commercial Streetscaping
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Lincoln & Grand Avenue

▶ **Priorities & Objectives**

- ▶ **Redevelop remnant industrial uses**
- ▶ **Encourage land uses that support both Downtown and nearby neighborhoods**
- ▶ **Enhance the character of the Lincoln Way frontage**
- ▶ **Provide flexibility for a mixed-use environment**
- ▶ **Minimize impacts on residents to the west**

Lincoln & Grand Avenue



Lincoln & Grand Avenue



Focus Area Redevelopment Concept - Alternative 1

Lincoln & Grand

- Multi-family Residential
- Commercial
- Public / Semi-Public

- 1 Neighborhood Park
- 2 Rail Corridor Buffer & Trail
- 3 Existing IDOT Facility
- 4 Multi-family Redevelopment
- 5 Pedestrian Crossings
- 6 Commercial Frontage
- 7 Access to Grand Avenue

Lincoln & Grand Avenue



Focus Area Redevelopment Concept - *Alternative 1*

Lincoln & Grand

Lincoln & Grand Avenue



Focus Area Redevelopment Concept - *Alternative 1*




Lincoln & Grand

Lincoln & Grand Avenue



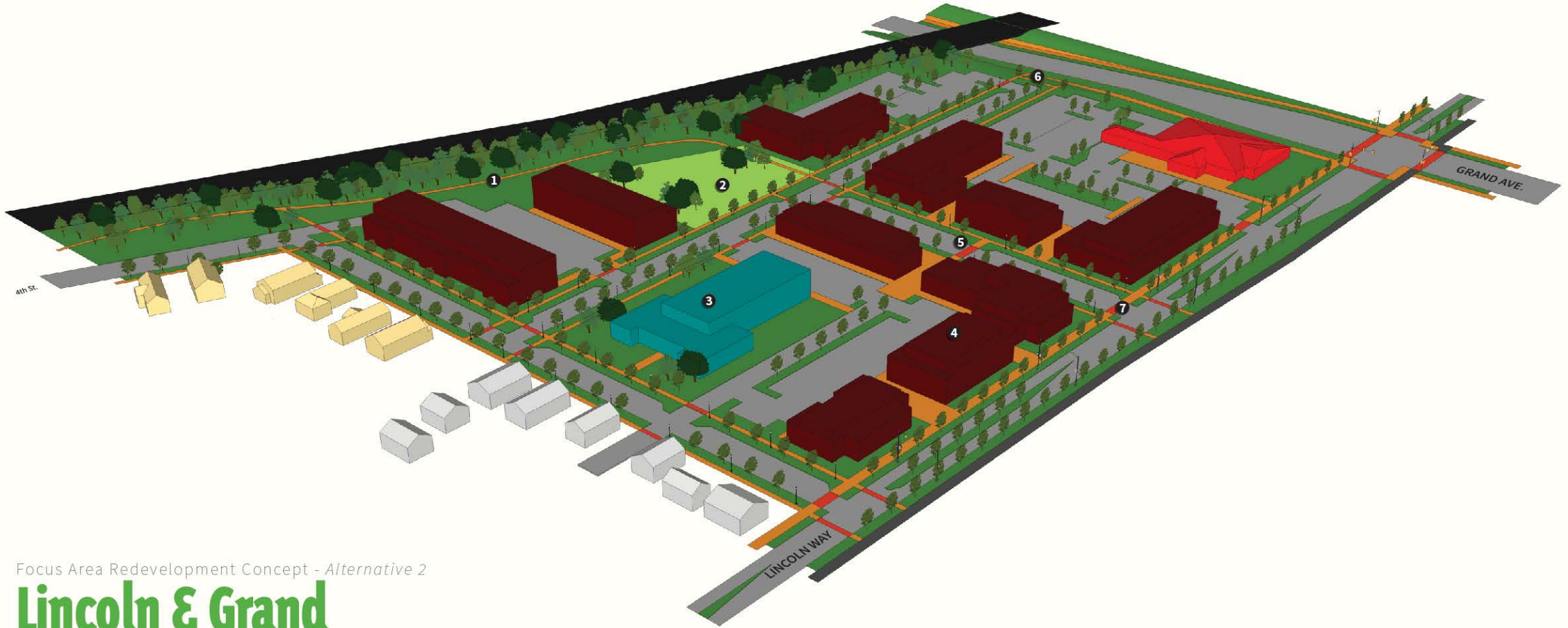
Focus Area Redevelopment Concept - Alternative 1

Lincoln & Grand

-  Multi-family Residential
-  Commercial
-  Public / Semi-Public

- 1** Neighborhood Park
- 2** Rail Corridor Buffer & Trail
- 3** Existing IDOT Facility
- 4** Multi-family Redevelopment
- 5** Pedestrian Crossings
- 6** Commercial Frontage
- 7** Access to Grand Avenue

Lincoln & Grand Avenue



Focus Area Redevelopment Concept - *Alternative 2*

Lincoln & Grand

 Single-family Detached Residential

 Mixed Use

 Commercial

 Public / Semi-Public

1 Rail Corridor Buffer & Trail

2 Neighborhood Park

3 Existing IDOT Facility

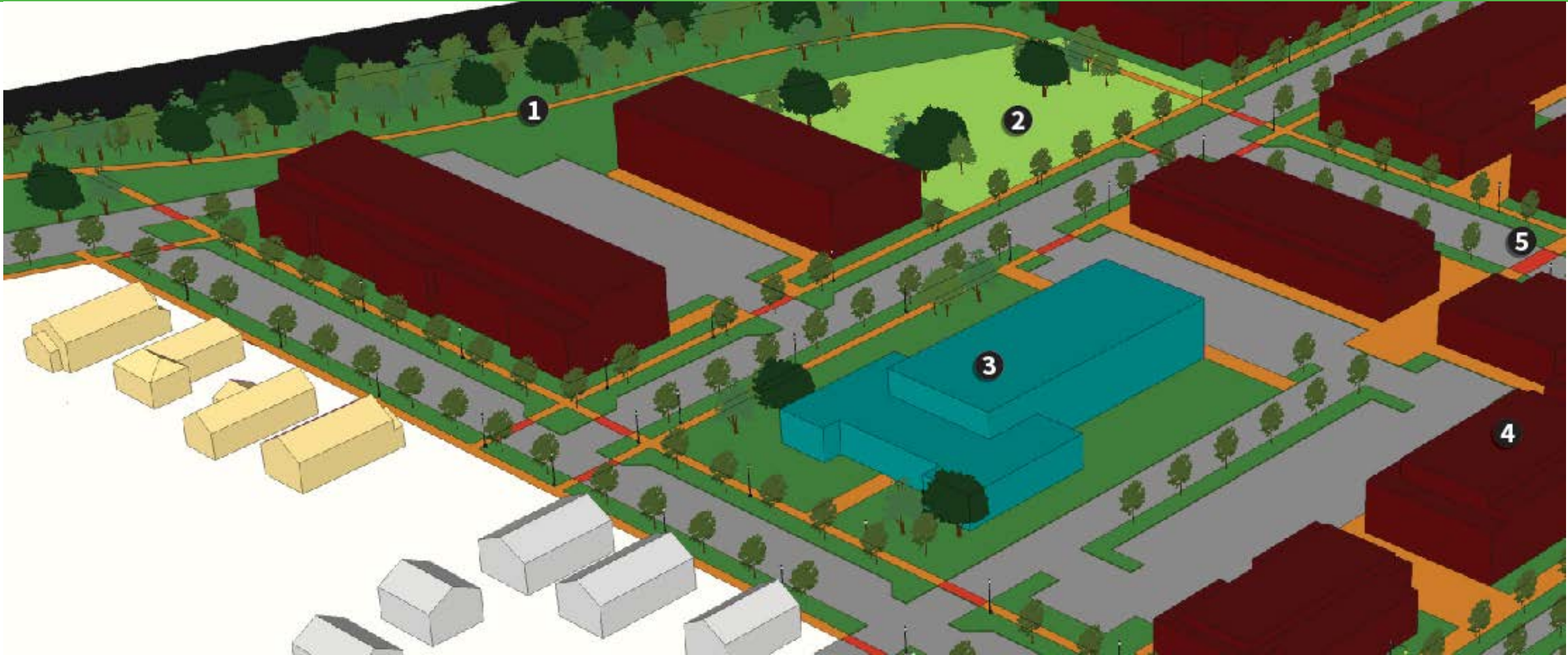
4 Flex Space Lofts

5 Elm Street Streetscape

6 Access to Grand Avenue

7 Pedestrian Crossings

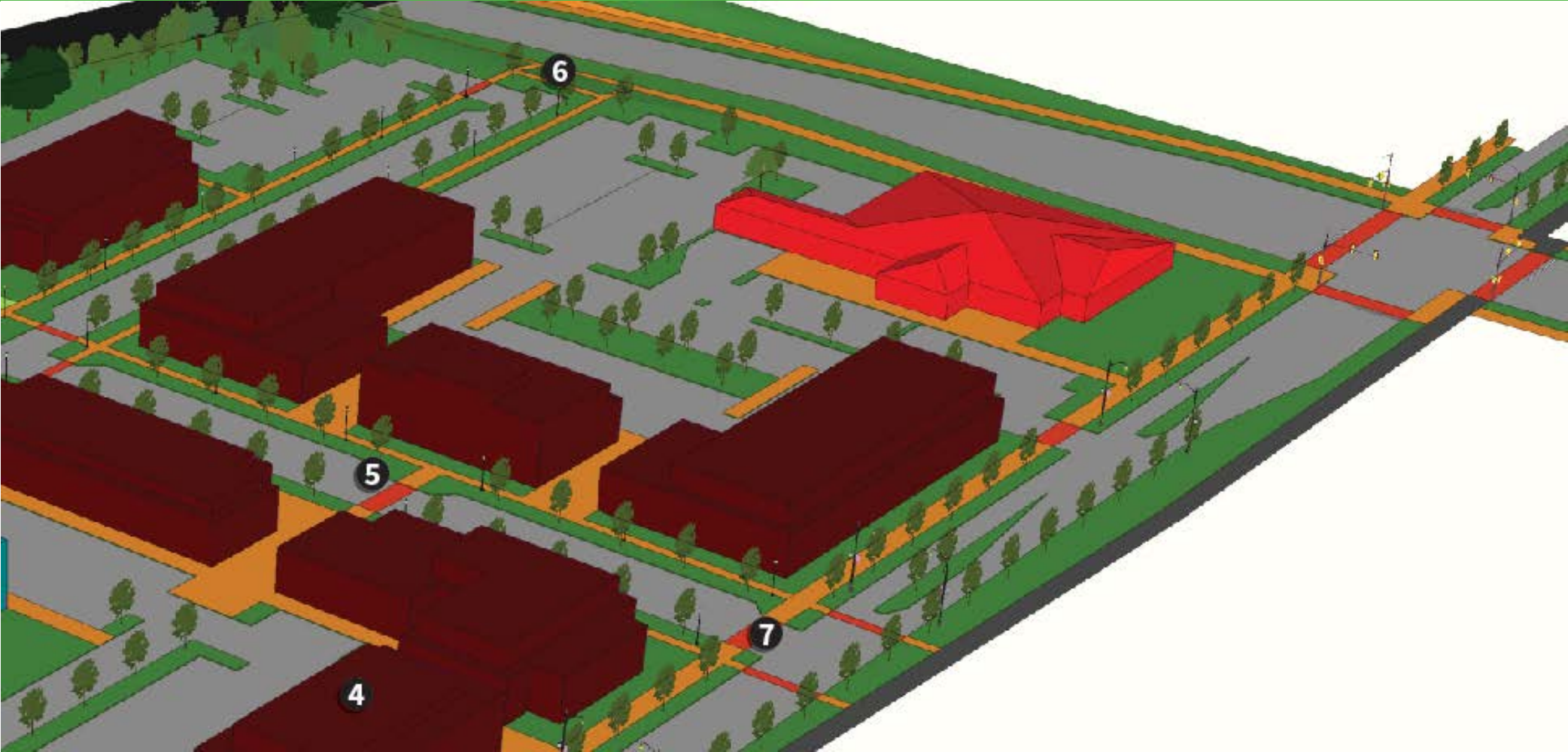
Lincoln & Grand Avenue



Focus Area Redevelopment Concept - *Alternative 2*

Lincoln & Grand

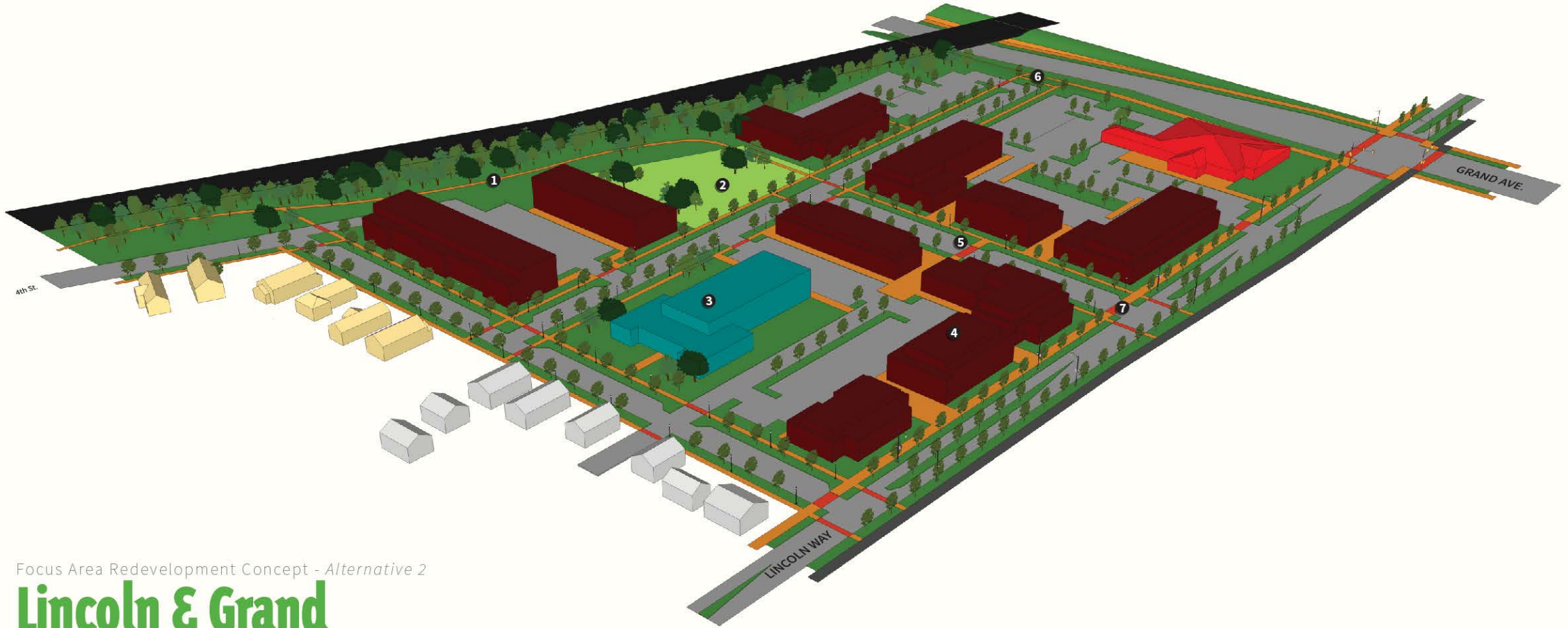
Lincoln & Grand Avenue



Focus Area Redevelopment Concept - *Alternative 2*

Lincoln & Grand

Lincoln & Grand Avenue



Focus Area Redevelopment Concept - *Alternative 2*

Lincoln & Grand

 Single-family Detached Residential

 Mixed Use

 Commercial

 Public / Semi-Public

1 Rail Corridor Buffer & Trail

2 Neighborhood Park

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5 Elm Street Streetscape

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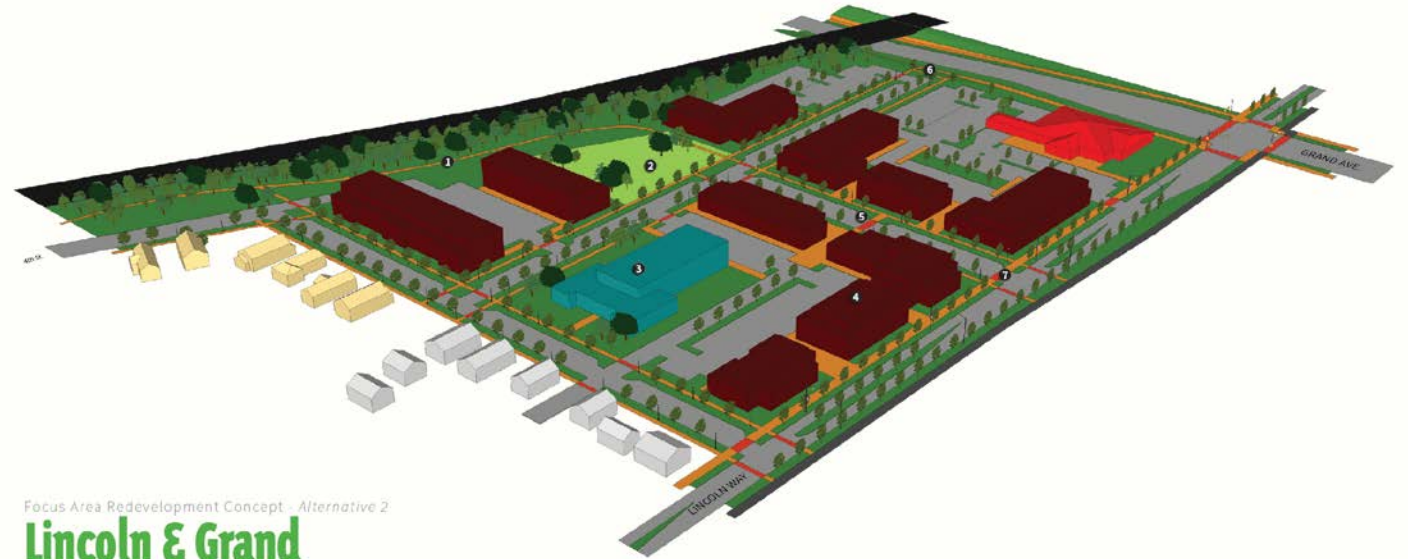
Lincoln & Grand Avenue



Focus Area Redevelopment Concept - Alternative 1

Lincoln & Grand

- Multi-family Residential
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Focus Area Redevelopment Concept - Alternative 2

Lincoln & Grand

- Single-family Detached Residential
- Mixed Use
- Commercial
- Public / Semi-Public
- 1 Rail Corridor Buffer & Trail
- 2 Neighborhood Park
- 3 Existing IDOT Facility
- 4 Flex Space Lofts
- 5 Elm Street Streetscape
- 6 Access to Grand Avenue
- 7 Pedestrian Crossings

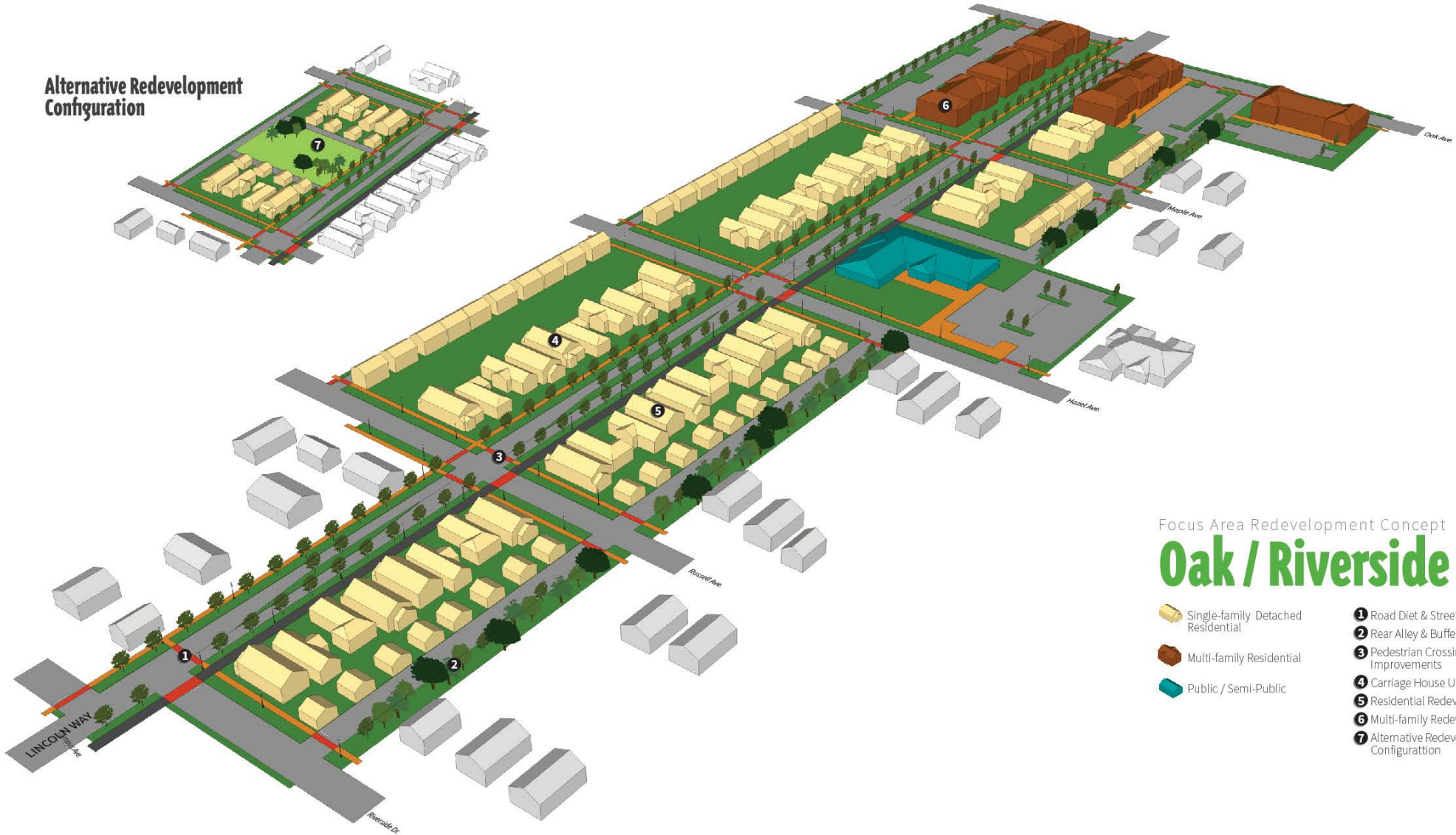
▶ **Priorities & Objectives**

- ▶ **Support the redevelopment of deteriorating homes along Lincoln Way**
- ▶ **Providing housing choice for young professionals and seniors**
- ▶ **Minimize impacts on surrounding residential blocks**
- ▶ **Reinforce the residential nature of this portion of Lincoln Way**
- ▶ **Eliminate unsafe driveways and maximize access by rear alleys**

Oak-Riverside



Oak-Riverside



Alternative Redevelopment Configuration

Focus Area Redevelopment Concept

Oak / Riverside

-  Single-family Detached Residential
-  Multi-family Residential
-  Public / Semi-Public
- 1** Road Diet & Streetscaping
- 2** Rear Alley & Buffers
- 3** Pedestrian Crossing Improvements
- 4** Carriage House Units
- 5** Residential Redevelopment
- 6** Multi-family Redevelopment
- 7** Alternative Redevelopment Configuration

Oak-Riverside



Focus Area Redevelopment Concept
Oak / Riverside

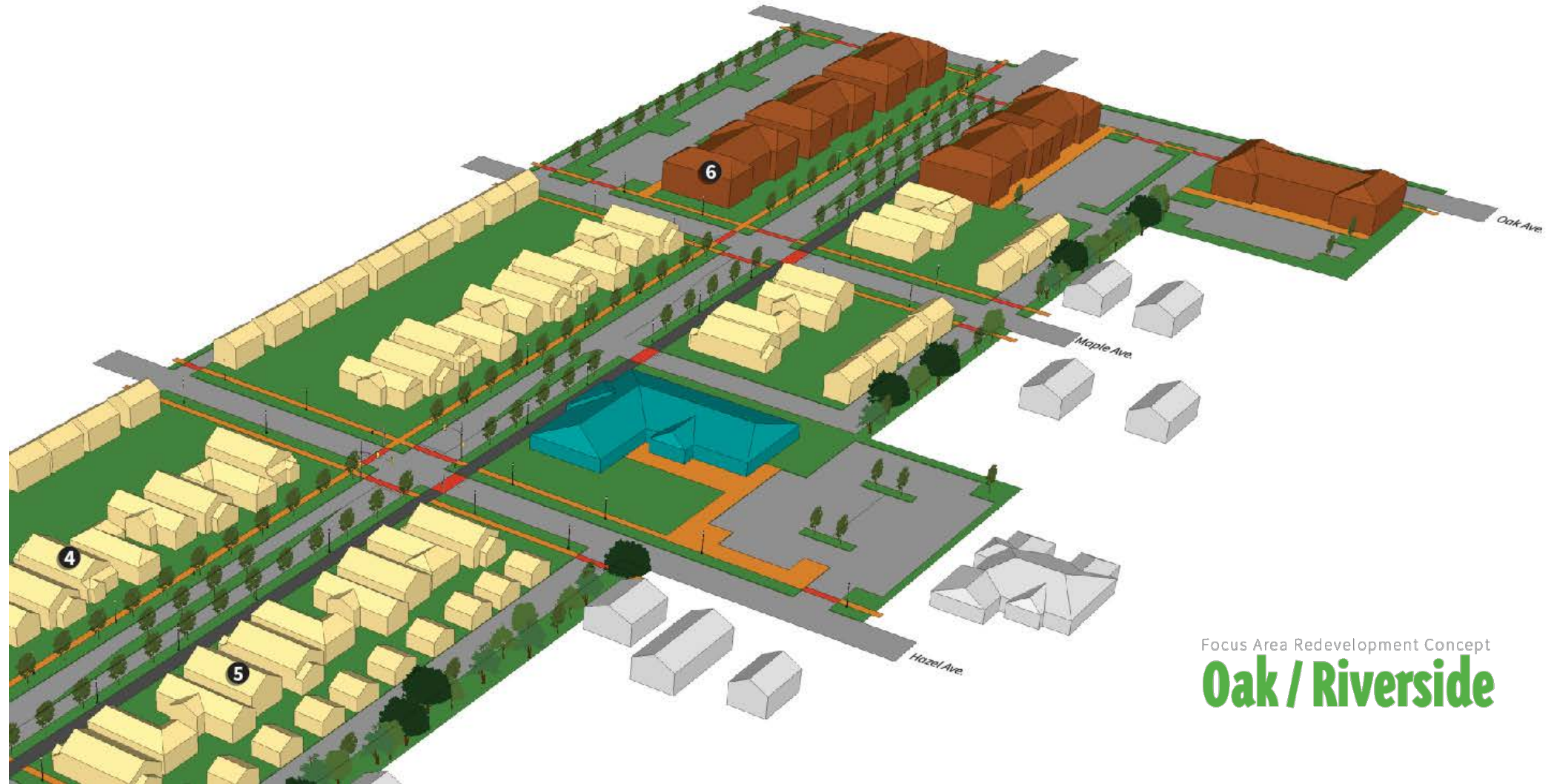
Oak-Riverside

Alternative Redevelopment Configuration



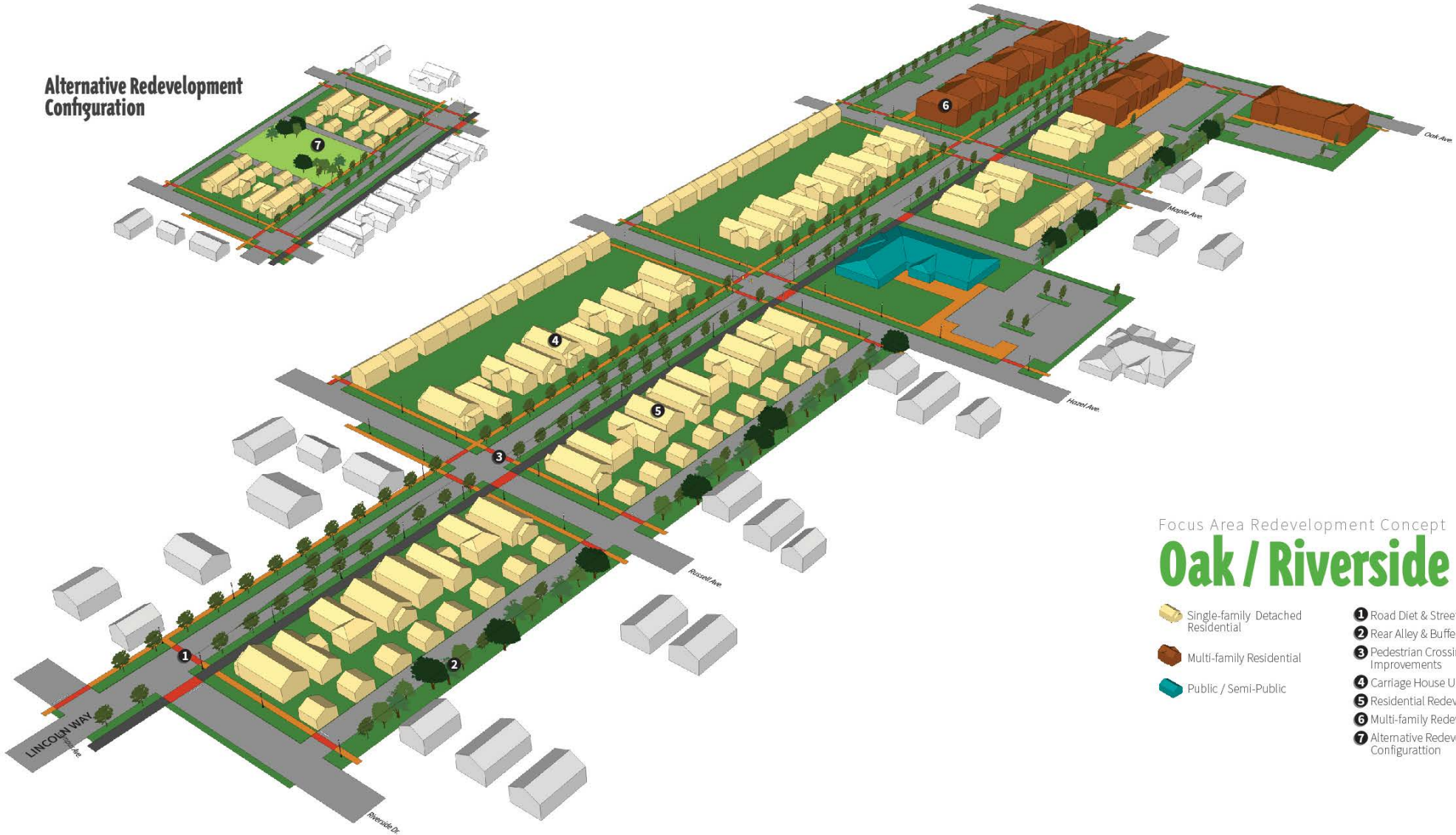
Focus Area Redevelopment Concept
Oak / Riverside

Oak-Riverside



Focus Area Redevelopment Concept
Oak / Riverside

Oak-Riverside



Alternative Redevelopment Configuration

Focus Area Redevelopment Concept

Oak / Riverside

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- 6** Multi-family Redevelopment
- 7** Alternative Redevelopment Configuration

How to Give Feedback

- ▶ **Planning staff available**
- ▶ **Boards on the wall**
- ▶ **Hard copies at tables**
- ▶ **Notecards for comments**

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Questions and Discussion

November 10, 2016