

Staff Report

CONFIRMATION OF SCOPE OF THE AMENDMENT TO THE AMES URBAN FRINGE PLAN FOR NORTH GROWTH GAP AREA

September 26, 2017

BACKGROUND:

Kurt Friedrich, representing Friedrich Land Development LLC and R. Friedrich & Sons Inc., seeks an amendment to the Ames Urban Fringe Plan for properties they own south of Cameron School Road and west of George Washington Carver Avenue. The City of Ames is also seeking changes to the Fringe Plan for properties on the east side of George Washington Carver Avenue that are identified as North Growth Area within the Land Use Policy Plan. City Council authorized an application for a Fringe Plan amendment at its May 9th meeting. The proposed changes are intended to facilitate future annexation of the area. **City Council is asked at this time to confirm the scope of the Major Amendment prior to holding public hearings on the proposed project.**

Major landowners in the area, other than Friedrich, include the Borgmeyer Trusts, The Irons LLC, and Ames Golf and Country Club. There are other smaller parcels included in the area. Ownership is shown in Attachment A. The current Ames Urban Fringe Plan designations of these properties are Priority Transitional Residential, Rural Transitional Residential, and Parks and Recreation Areas (Attachment B). With the current Fringe Plan map designations none of the properties are eligible for annexation to the City per the terms of the Fringe Plan and 28E agreement with Story County.

City Council was first approached about considering Fringe Plan amendments for the Friedrich properties in the spring of 2016 to allow for either development of single-family homes within the City or potential to do a lower density rural subdivision development. City Council requested staff first evaluate sanitary sewer service capabilities prior to considering the Fringe Plan amendment request. City Council reviewed the findings on options for sewer service to the north and costs at its May 9, 2017 meeting. City Council then allowed Friedrich to propose a Major Amendment to the Land Use Policy Plan and Fringe Plan for the area to be part of the North Allowable Growth area with any costs for development and service of the site by City infrastructure to be at the developer's expense. Staff was also directed to concurrently amend the Fringe Plan on the east side of George Washington Carver Avenue to match the current Land Use Policy Plan designation as North Allowable Growth Area. Story County consented to the initial application. Story County and Gilbert will need to approve any amendment subsequent to Ames's approval.

The proposed designation for both areas is Urban Residential, a subclass of the Urban Service Area. This designation will allow for the eventual annexation and development of the properties within the City. **In addition to an Urban Residential designation, Friedrich seeks a Convenience Commercial Node at the intersection of Cameron**

School Road and George Washington Carver Avenue. Friedrich has described an interest in future development of single-family homes, attached and multi-family housing, and commercial uses for the property west of GW. A review of detailed development concepts is not part of this review and more appropriately considered with annexation or rezoning in the future.

The proposed change is a Major Amendment that requires public outreach and meetings with the Commission and Council to refine the scope of the review prior to public hearings on the amendments. City staff held a public outreach meeting in early August to introduce the request, explain the policies of the Ames Urban Fringe Plan, and answer questions. **Several issues were raised which will need further exploration prior to development occurring. These issues include traffic on George Washington Carver Avenue and its intersection with Cameron School Road, possible sanitary sewer extensions north of Cameron School Road to serve existing rural development, ability to extend police and fire coverage to this area, and impacts on the Gilbert School District and Franklin Township.**

The Planning and Zoning Commission, at their September 6 meeting, voted 5-1 to recommend that the proposed scope include amending the Urban Fringe Map to include all the subject properties as Urban Residential and with the requested Convenience Commercial Node. The Commission noted that the current land use designations allow for development at urban densities although not annexation. Some members of the Commission believed that any development at this location would better serve the interests of the city if it occurred within the city limits. There was also some discussion of the future uses, including commercial, but these issues will be addressed later in the process. One member believed any action is premature since the City is soon embarking on updating the comprehensive plan.

A more complete background, identification of issues, and LUPP Policy considerations is included in the addendum.

STAFF COMMENTS:

The issues identified through the public outreach and with the Planning and Zoning Commission are consistent with the prior discussion with Council from May. Staff does not believe any other land use options need to be considered with this request and the proposed plan will be evaluated in greater depth during the public hearing phase of the review.

The City Council is being asked to confirm the scope of the Fringe Plan Amendments which includes the proposed Urban Residential designation, Convenience Commercial node, and area boundaries and proceed with the application as described in the report. Formal consideration with noticed public hearings will occur subsequent to Council's confirmation. However, the City Council may modify certain aspects of the proposed amendment as members so desire.

Addendum

FRINGE PLAN DESIGNATION:

The Ames Urban Fringe Plan identifies the primary land use designation for the area as Priority Transitional Residential. Priority Transitional Residential development would need to be built to city density standards (3.75 dwelling units per net acre for single-family homes) with all infrastructure built to city specifications while within the County. The intent is that the developed area would be fully integrated into the city when annexation would later occur. This development pattern is what is currently expected on the Friedrich and Borgmeyer properties.

In this instance, Friedrich is seeking a change to the Urban Fringe Plan and eventual annexation in order to have access to city sanitary sewer service and city water, rather than rely on Xenia Water and a private common sewer system. Staff estimates development within the current allowed densities for the Friedrich properties would be approximately 200 homes.

The property in the east side of George Washington Carver Avenue (Borgmeyer Trusts) has not initiated the proposed change or stated any interest in the change for future development. The Borgmeyer use as farmland would be unaffected by changes to the Fringe Plan. The property is included in the changes to clean up its coordination with the Fringe Plan and its current North Growth designation in the LUPP.

The Ames Golf and Country Club area currently designated as Rural Transitional Residential which anticipates development at lesser densities and with infrastructure needs evaluated at the time of development. The Ames Golf and Country Club received subdivision approval for 35 homes with an agreement that they would seek annexation when the city asks them to. Xenia currently provides water to this development through water lines designed to city specifications. When city water is brought to the site, the water mains will be disconnected from Xenia and connected to the city lines. When city sewer is brought to the site, the septic systems will be abandoned and homes connected to the city sewer. The proposed changes have no effect on the previously approved Irons Subdivision.

ISSUES

Below are issues that staff has identified that will need further investigation prior to development. These issues are similar to others that have been addressed as part of previous North Growth developments.

A. TRAFFIC

Prior to any development of the site, a traffic study will be needed. The scope of the study is not yet identified but likely would need to include an evaluation of the functionality of the Cameron School Road/George Washington Carver Avenue intersection and how access would be managed into the new development for the Friedrich site. The City's Long Range Transportation Plan identifies the extension of Stange Road through the Borgmeyer property and connection to the intersection of Cameron School Road and George Washington Carver Avenue. A portion of this

road was constructed as part of The Irons subdivision. A shared use path is also planned along the east side of George Washington Carver Avenue. Other trails and paths may be required within in the Friedrich development.

The City's previous traffic modeling for the 2040 transportation plan included an alternative analysis with 600 homes in this area. The effect of this level of development was projected to have approximately an 8% increase in traffic volumes on the adjacent streets serving the area and feeding to 24th Street and Stange Road.

B. WATER

City water can serve this area by the extensions of existing lines from the Scenic Valley, Northridge Heights, and Rose Prairie developments. The Friedrich development area would connect to the south. The Borgmeyer area would necessitate a connection to the east, as has been previously anticipated.

C. SANITARY SEWER

Sanitary sewer service was recently installed along Hyde Avenue. The design capacity allows it to serve everything lying east of George Washington Carver Avenue. Sewer capacity west of George Washington Carver Avenue is not available at this time. A recent sanitary sewer study identified a possible solution that would allow the Friedrich properties to be served by intercepting an existing line near Somerset and Moore Memorial Park. **The estimated cost is between \$500,000 and \$700,000 to be borne by the developer.** This identified sewer fix would serve only the Friedrich properties and could not be extended north to serve the rural subdivisions along Squaw Creek.

The City also analyzed costs of a new trunk line to serve the Friedrich property and further areas north of Cameron School Road. It had cost estimates of approximately \$14 million to serve over 1,000 acres of area and a population of approximately 9,000 people. The May 9th Staff report on sewer options can be found at <http://www.cityofames.org/home/showdocument?id=35659>

D. STORM WATER

Any development will need to meet the storm water standards of Chapter 5B, retaining water from up to a 100-year storm event and releasing it at a rate no greater than runoff expected from a vegetative meadow. In addition, the standards also address water quality from the first flush of rainfall.

Portions of the Friedrich property lie within the designated flood plain and would be subject to flood plain regulations.

E. NATURAL RESOURCES

The Friedrich and Borgmeyer parcels have been row-cropped for years. No evidence of natural resources or native vegetation is present. A cultural and natural resources inventory was prepared for the Ames Golf and Country Club prior to subdivision and development. No significant natural resources were identified and no designated historic sites were found. Development at the south end of the Friedrich properties would infringe land designated as natural area and flood plain and are not planned for development by the developer.

F. POST-ANNEXATION LAND USES

Upon annexation, areas designated as Urban Services Area in the Ames Urban Fringe Plan will take the LUPP designation of Village/Suburban Residential. Any commercial node will remain. The inclusion of this growth area as part of the North Growth Area means that incentives for development are not available as they are in the Northwest and Southwest Growth Areas.

Urban Services Areas also, after annexation, become part of the New Lands area. This designation in the LUPP defines densities, land use types, and locations for commercial nodes. Friedrich requests the inclusion of a Convenience Commercial Node. Such nodes are described in the New Lands section of the LUPP and includes locational criteria. While three nodes were prescribed by the LUPP (North Dakota Avenue and UPRR, Lincoln Way and Boone County line, and State Avenue and Oakwood Road), the locational criteria allow for the later inclusion of additional nodes. Since the adoption of the LUPP two additional nodes have been placed adjacent to new residential development in the New Lands area (Bloomington and Stange, Hyde and 190th). A map of existing nodes is found in Attachment E.

The criteria for locating new Convenience Commercial Nodes are found on page 61 of the LUPP and are quoted here.

1. To assure clustering, minimize vehicular trips and traffic impact on adjacent neighborhoods, and assure residential compatibility, Convenience Commercial Nodes should not be located within two (2) miles of an existing neighborhood commercial area, convenience commercial node, and/or village commercial center development.
2. Convenience Commercial Nodes should not be located where there are more intense commercial activities (Community Commercial Node, Highway-Oriented Commercial, Regional Commercial, Downtown Service Center) that serve a higher commercial function and as a convenience commercial land use within the location criteria as stated above.

OTHER:

Applicant's Statement: The applicant's Narrative for LUPP Change is included in Attachment D.

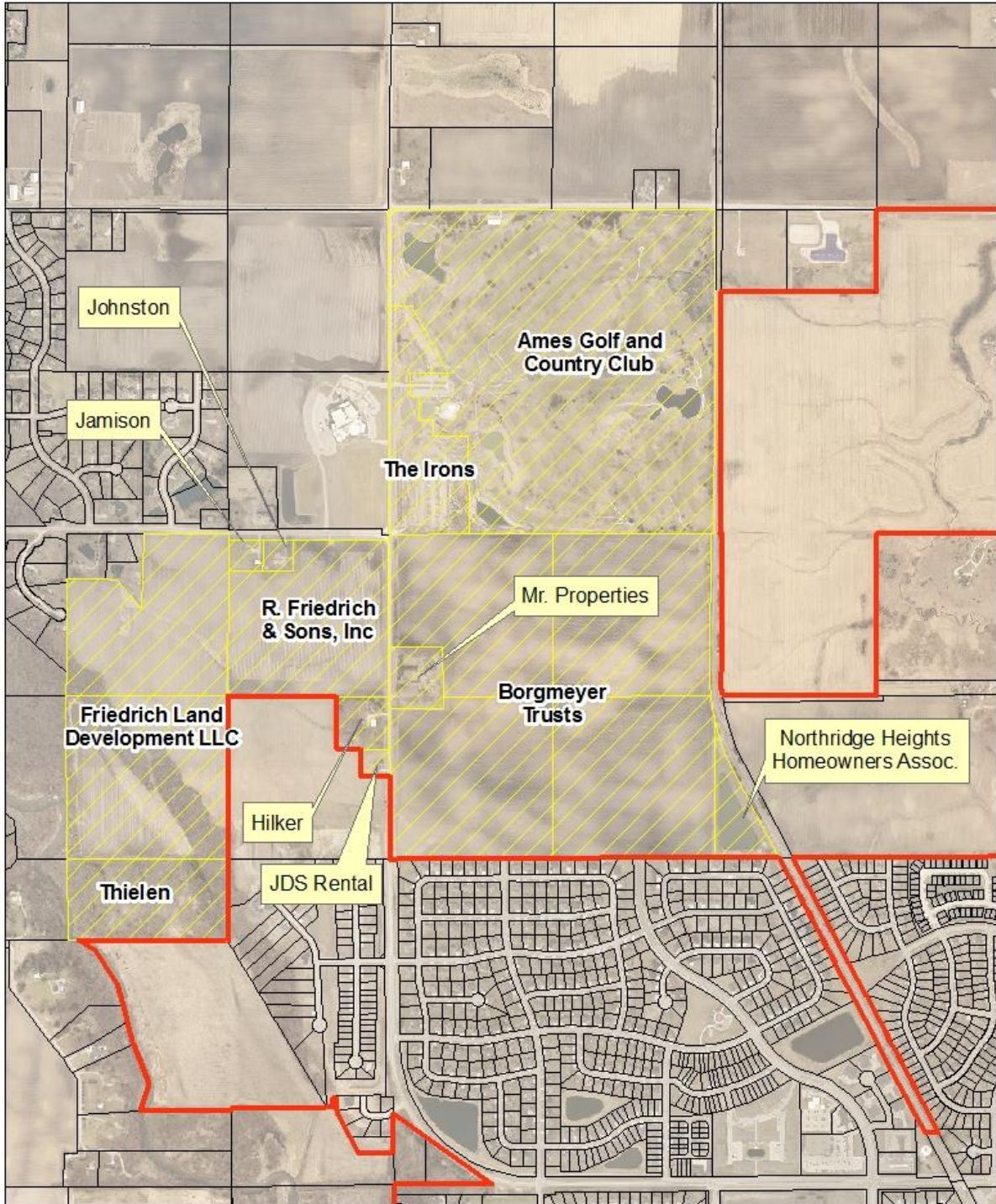
Amendment Considerations: The Land Use Policy Plan provides guidance on what considerations should be given for an amendment to the Land Use Policy Plan.

When reviewing major and minor proposed amendments to the Land Use Policy Plan, consideration should be given to whether or not the proposed amendment is consistent with the Goals for a New Vision described in the Land Use Policy Plan. [Found in Attachment F.] These goals, and the related objectives below each goal, should apply to review of both minor and major amendment. In addition to these, it is also helpful to consider for major amendments:

1. *City resources, including staff, budget, utilities, transportation, parks and/or schools, necessary to implement the proposed amendment.*
2. *The City's ability to provide the full range of public facilities and services at the planned level of service, or if the proposal will consume public resources otherwise needed to support comprehensive plan implementation strategies.*
3. *How the proposal relates to current land use allocations and growth projections that are the basis of the comprehensive plan.*
4. *Compatibility of development allowed under the proposal amendment with neighboring land uses and surrounding neighborhoods, if applicable.*
5. *Affects of the proposed amendment on historic resources or neighborhoods, or the City's general sense of place.*
6. *The cumulative impacts of the proposed amendment, in combination with other proposed or recently approved amendments.*

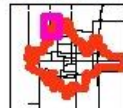
The LUPP Goals for a New Vision are found in Attachment F.

Attachment A: Ownership

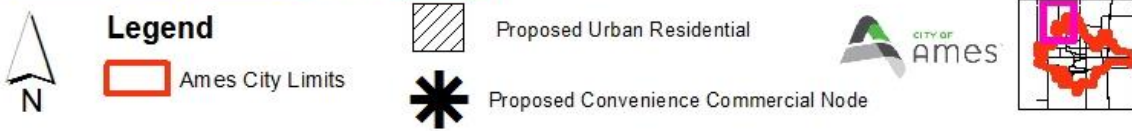
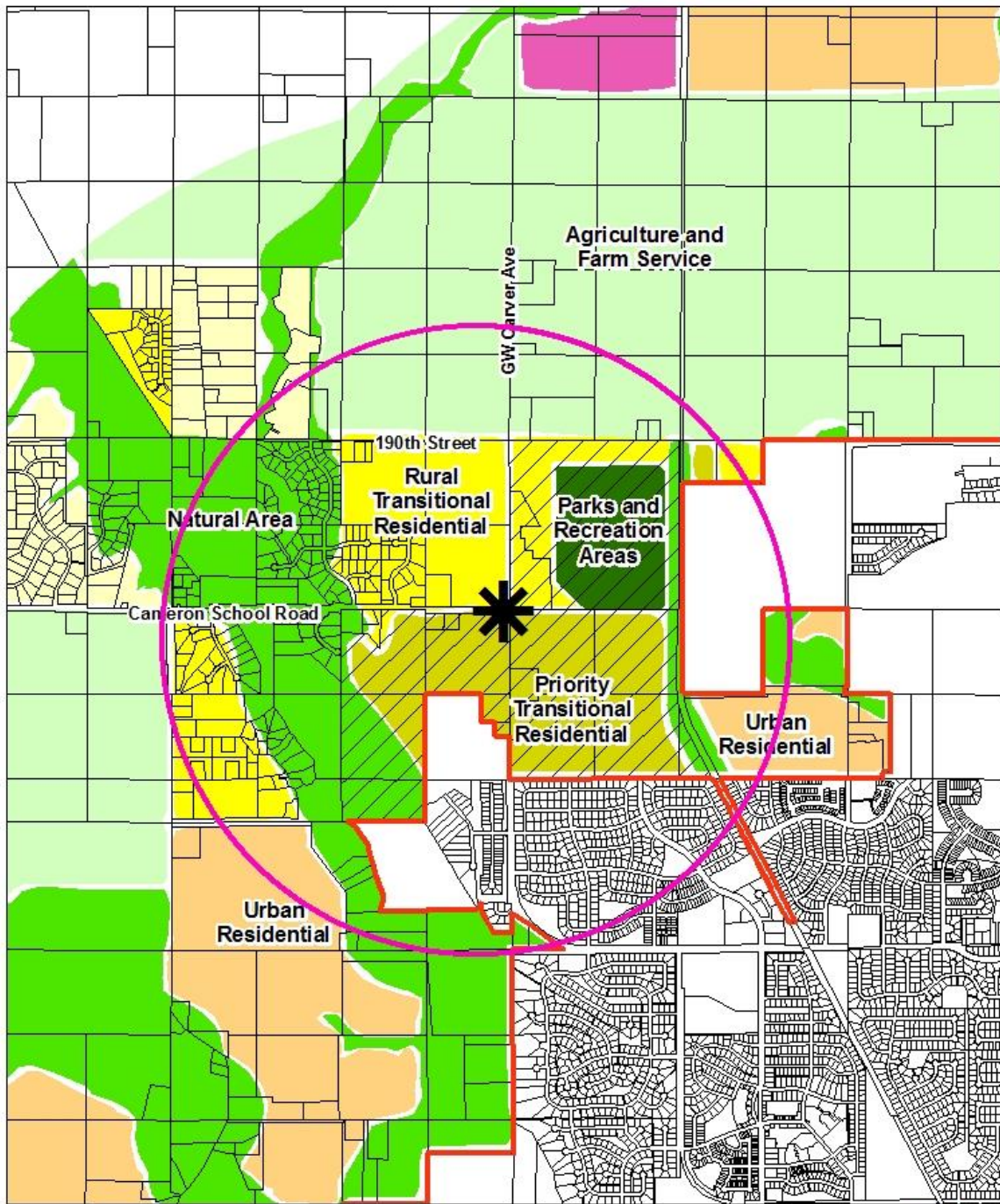


Legend

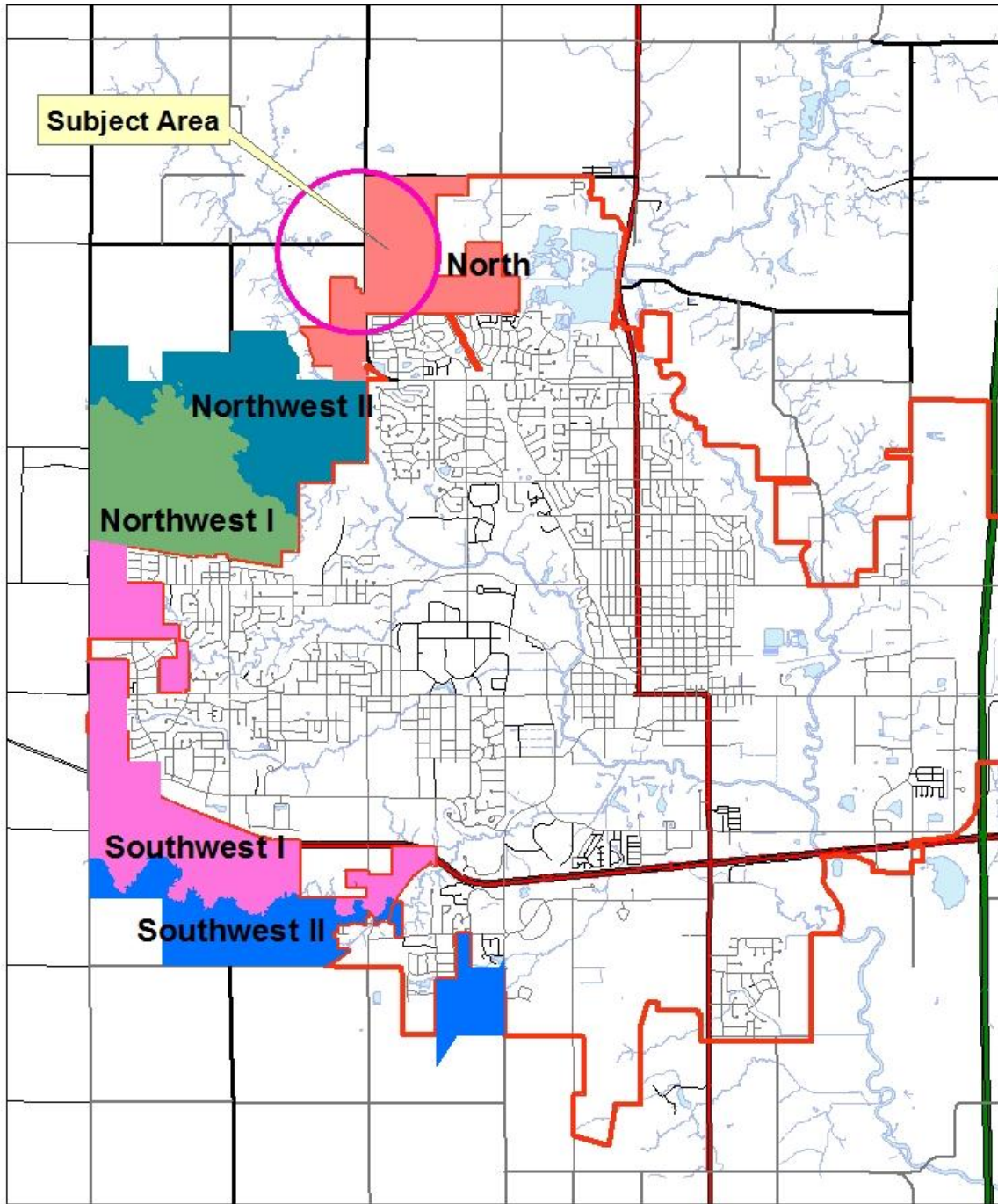
 Ames City Limits



Attachment B: Fringe Plan Designations



Attachment C: Allowable Growth Areas [LUPP Map]



Text



Attachment D: Applicant's Narrative for LUPP Change

RECEIVED

JUN 19 2017

CITY OF AMES, IOWA
DEPT. OF PLANNING & HOUSING

Land Use Policy Plan (LUPP) Map Change
Dankbar/Muench Properties
City of Ames
June 15, 2017

Explanation of Map Area to be Changed:

The map change involves incorporating the Dankbar/Muench properties into the City of Ames. The parcels are currently designated "Priority Transitional Residential" in the Land Use Framework Map; Ames Urban Fringe Plan.

The Dankbar/Muench properties comprise approximately 103.43 acres. Approximately 25 acres of the Dankbar parcel is undevelopable floodplain and steep, treed slopes.

A south, irregular portion of the Dankbar parcel is designed as Floodplain in the Greenway and Environmentally Sensitive Lands Map of the Ames Urban Fringe Plan. The same area and a portion of the treed slope is designated as "Natural Areas" in the Land Use Framework Map; Ames Urban Fringe Plan. These designations will not change when incorporated into the City of Ames.

As shown on the attached map, a large portion of the Dankbar/Muench properties are requested to change from Priority Transitional Residential to Urban Service Area: Urban Residential. The northeast corner of the Muench parcel is requested to be converted to "Convenience Commercial Node". The Node is at the intersection of Cameron School Road and George Washington Carver Avenue; significant collector and arterial streets.

NARRATIVE EXPLAINING THE PROPOSED CHANGE

Explain the consistency of this proposal with the goals and policies set forth in the Land Use Policy Plan

Goal No. 1 – Recognizing that additional population and economic growth is likely, it is the goal of Ames to plan for and manage growth within the context of the community's capacity and preferences. It is the further goal of the community to manage its growth so that it is more sustainable, predictable and assures the quality of life.

These parcels are adjacent to the City of Ames Boundary. This is a logical progression of growth in north Ames. The parcels are bounded by Cameron School Road to the north and George Washington Carver to the east. To the south is the Scenic Valley subdivision currently within the City of Ames. To the west are existing rural subdivisions and the Squaw Creek river valley.

This parcel could be developed in the County. However, utility services are available from Ames from the adjacent Scenic Valley subdivision. Higher density development is possible with the extension of services from the City of Ames. Without integration of these parcels into the City of Ames future northward development of Ames west of George Washington Carver would be restricted and limited.

Goal No. 2 – In preparing for the target population and employment growth, it is the goal of Ames to assure the adequate provision and availability of developable land. It is the further goal of the community to guide the character, location and compatibility of growth with the area's natural resources and rural areas.

Nothing in this request is contrary to the goal. The change in the plan will allow the City of Ames to guide the character of the development. These parcels follow the natural progression of growth in north Ames.

Dankbar/Muench LUPP Map Change Narrative
Page 1 of 6

Goal No. 3 – It is the goal of Ames to assure that it is an “environmentally-friendly” community and that all goals and objectives are integrated with this common goal. In continuing to serve as a concentrated area for human habitat and economic activity, Ames seeks to be compatible with its ecological systems in creating an environmentally sustainable community.

The inclusion of these properties allows them to be serviced by City of Ames services. Sanitary sewer can be provided by the City instead of by localized septic systems. Stormwater is governed under the City’s 5B Ordinance. These requirements are all part of the current Urban Fringe Plan.

Goal No. 4 - It is the goal of Ames to create a greater sense of place and connectivity, physically and psychologically, in building a neighborhood and overall community identity and spirit. It is the further goal of community to assure a more healthy, safe and attractive environment.

The inclusion of the Dankbar/Muench properties are extension of the current City to the north along George Washington Carver, an arterial street, and limited to the north by Cameron School Road, a collector street.

The parcels are adjacent to existing and planned residential development within the City of Ames.

The inclusion of a Commercial Service Node at the southwest corner of Cameron School Road and George Washington Carver is an appropriate location for commercial, mixed use development. The Node is at the corner of an arterial and collector street. The next nearest commercial area is a 1.5 miles away in the Stange/Bloomington Road Convenience General Service zone. The Stange/Bloomington area is completed and does not have any undeveloped commercial land available.

Goal No. 5 - It is the goal of Ames to establish a cost-effective and efficient growth pattern for development in new areas and in a limited number of existing areas for intensification. It is a further goal of community to link the timing of development with the installation of public infrastructure including utilities, multi-modal transportation system, parks and open space.

The parcels are adjacent to the current City boundaries and City roads and services. The Muench property at the corner of the collector/arterial street is a prime area for more intense residential and commercial development. Parks, open space and greenways are increased by 25 acres with the south portion of the Dankbar parcel. This open space comprises approximately 25% of the Dankbar/Muench area. Future development of the multi-modal system is expected to follow the existing collector/arterial street system and will be developed after the rooftops have been built with the northward expansion of the City.

Goal No. 6. - It is the goal of Ames to increase the supply of housing and to provide a wider range of housing choices.

The Dankbar parcel is expected to yield 100-120 units under FS-RL zoning. The Muench parcel will yield 200-230 units under FS-RM zoning. *(These projected unit counts were provided to the City for determination of sanitary sewer capacity.)*

Goal No. 7 – It is the goal of Ames to provide greater mobility through more efficient use of personal automobiles and enhanced availability of an integrated system including alternative modes of transportation.

The parcels are adjacent to the City and County's collector/arterial roads. Future development of the multi-modal system is expected to follow the existing collector/arterial street system and will be developed concurrently with the northward expansion of the City.

Goal No. 8 - It is the goal of Ames to enhance the role of downtown as a community focal point.

The Dankbar/Muench properties do not detract from the downtown. The small area of commercial service added to the Muench corner is for the local *needs* as defined under the Convenience General Services type zoning.

Goal No. 9 – It is the goal of Ames to promote expansion and diversification of the economy in creating a base that is more self-sufficient and that is more sustainable with regard to the environment.

The inclusion of the Dankbar/Muench properties into the City complements this goal. The Commercial Convenience Node reduces some travel requirements by placing some commercial offerings near more residential development. This commercial offering is to a larger area than the Dankbar/Muench properties. The offering also is to the surrounding residential areas that are developed or will be developed in the future.

Goal No. 10 - It is the goal of Ames to maintain and enhance its cultural heritage.

No cultural heritage areas are impacted by this LUPP change in the area designated.

Demonstrate why the LUPP Map designation for this property should be changed. Explain why the site cannot be reasonably developed under the current designation.

In order of this area to be developed within the City of Ames the LUPP map designation must be changed. If it not changed, then it can be developed within the County as per the Urban Fringe Plan requirements.

Determine if there is a lack of developable property in the City, which has the same designation as that proposed. If not, explain the need for the expanding the amount of land included in the designation proposed for this property.

There currently is not a lack of developable residential property in north Ames. However, there is a *considerable* period of time from the LUPP change through all the City processes to the point a house is constructed. There is even a longer period where the last house is constructed and the development is finished. This is part of long process of maintaining housing inventory and choice over the next decade.

There is a small area of commercial planned in north Ames within the Rose Prairie development. However, the Rose Prairie commercial area is approximately 1.25 miles from the proposed Muench commercial area. The amount of commercial needed is based both on location and proximity. Location based on the arterial/ collector street configuration. Proximity based on the distance between commercial offerings.

As a result of this action, will there be an adverse impact upon other undeveloped property in the designation proposed for this site.

There will not be an adverse impact on other undeveloped property. This is progressive development next to existing City boundaries. This is NOT a leap frog development that leaves undeveloped land between the City's boundaries and the development. There large lot rural residential that will be integrated into City.

As a result of this action, will there be an adverse impact upon other developed property in the designation proposed for this site, which may be subject to redevelopment/rehabilitation.

Single family and multi-family (medium density) development is usually not subjected to area redevelopment. Rehabilitation takes places naturally as houses age. Traditionally the Ames market has been consistently strong for housing and encourages reinvestment of dilapidated and/or substandard housing.

Commercial redevelopment is not being restrained by the inclusion of a small area of commercial designed to meet local convenience needs of the residents that live within 0.5 to 1.0 mile of the area.

Demonstrate that the new designation of the site would be in the public interest. What is the public need or community benefit?

If Ames continues to grow and create jobs, then there will be a need for additional housing of all types. Commercial service growth follows the creation of the roof tops. Ames becomes a larger and more robust community that benefits the entire community. Ames is in competition with other communities for talent for business, industry, institutional and medical sectors. If Ames was only a source for jobs, *and not houses*, then this talent will live outside of Ames and likely be less likely concerned about the Ames community. Transportation by and reliance on cars will result if housing development is pushed out of the Ames metropolitan area. Traffic issues will increase as commuters make their way from surrounding communities into Ames.

What impact will the proposed change have upon the following:

Transportation

Dankbar/Muench is at the corner of a collector street, Cameron School Road and an arterial street, George Washington Carver. It is anticipated the City will initiate a transportation study prior to rezoning. The development areas are currently included in the City's long-term transportation plan.

There is a Northern Natural Gas (NNG) high pressure gas line running north-south through the Muench property that limits transportation access. NNG wants to limit the number conflicts with the gas line which results in fewer east-west crossing of the gas line by streets and utilities.

The Dankbar parcel will share road connections with Scenic Valley and Muench. It will have a single point of access on to Cameron School Road directly across Bella Woods Drive.

The Muench properties will share road connections with Scenic Valley and Dankbar. Two connections to Cameron School Road; one for the west residential area and another for the east/corner commercial area. A single connection to George Washington Carver (GWC) will be required. The GWC connection will be at the mid-point or farther to the south. This connection may also be shared with Scenic Valley to the south.

Sanitary Sewer

This issue was before the City Council on May 9, 2017. Resolution of this item allowed for the Dankbar/Muench LUPP change to move forward. There are downstream improvements that need to be completed to allow for the complete development. The sanitary model used a Dankbar housing number of 100-120 units under FS-RL zoning and the Muench parcel housing of 200-230 units under FS-RM zoning.

The Dankbar parcel will be serviced by 8" mains. Due to grade issues in the north part of the development area it is anticipated the sanitary sewer may only be deep enough to provide service to first floors and not to basements. It may not be possible to extend the sewer to allow for service of the homes within the Bella Woods development.

The Muench parcel will be serviced by 8 inch mains. The City will need to determine if extension of the sewer to the north of Cameron School Road is required. Service is possible to two large residential lots and the Christ Community Church.

There are two large lot residential properties at the northwest corner of the Muench property. These can be served by sewer from either the Muench or Dankbar properties.

Water

The area is currently within the Xenia service territory. It is anticipated that the developer will buy out the Xenia development rights and transfer them to the City of Ames.

The site will be connected to water mains from the Scenic Valley subdivision in the early parts of the development. As development proceeds it is expected there will be additional connections to the east across GWC to the Borgmeyer property. There is not expected to be an issue with capacity or pressure with the extension of the City's mains.

Storm Sewer

All drainage work will be determined at the time of the development in accordance with the City's ordinances.

The Muench property drains to the north and to the west. The proposed commercial area drains to the north under Cameron Road to the Christ Community Church property via a small 6" tile. The remainder of the property drains to the west to Dankbar and will be incorporated into the Dankbar drainage system. The NNG gas main does present issues that limit the subsurface drainage options for Muench parcel.

The Dankbar parcel drains to the south and to the northwest. The south area includes the flood plain and the steep wooded slopes. The drainage pattern of the south Dankbar area will not change.

The Dankbar drainage north of the tree line drains to the northwest between 3 large, rural, residential lots. It is anticipated that most of the northwest drainage will be redirected to the south part of the Dankbar properties. Fringe and greenspace areas will continue to drain to the northwest. However, the total area of drainage to the northwest will be *substantially* reduced from the present condition as part of development.

The Dankbar drainage and drainage from the Scenic Valley and Muench parcels will be collected and treated in the floodplain area of the south Dankbar property. Both quantity and quality will be addressed in this area. The floodplain area is currently

farmed. This area will be converted to ponds/wetlands/natural areas as part of the stormwater management system and plan.

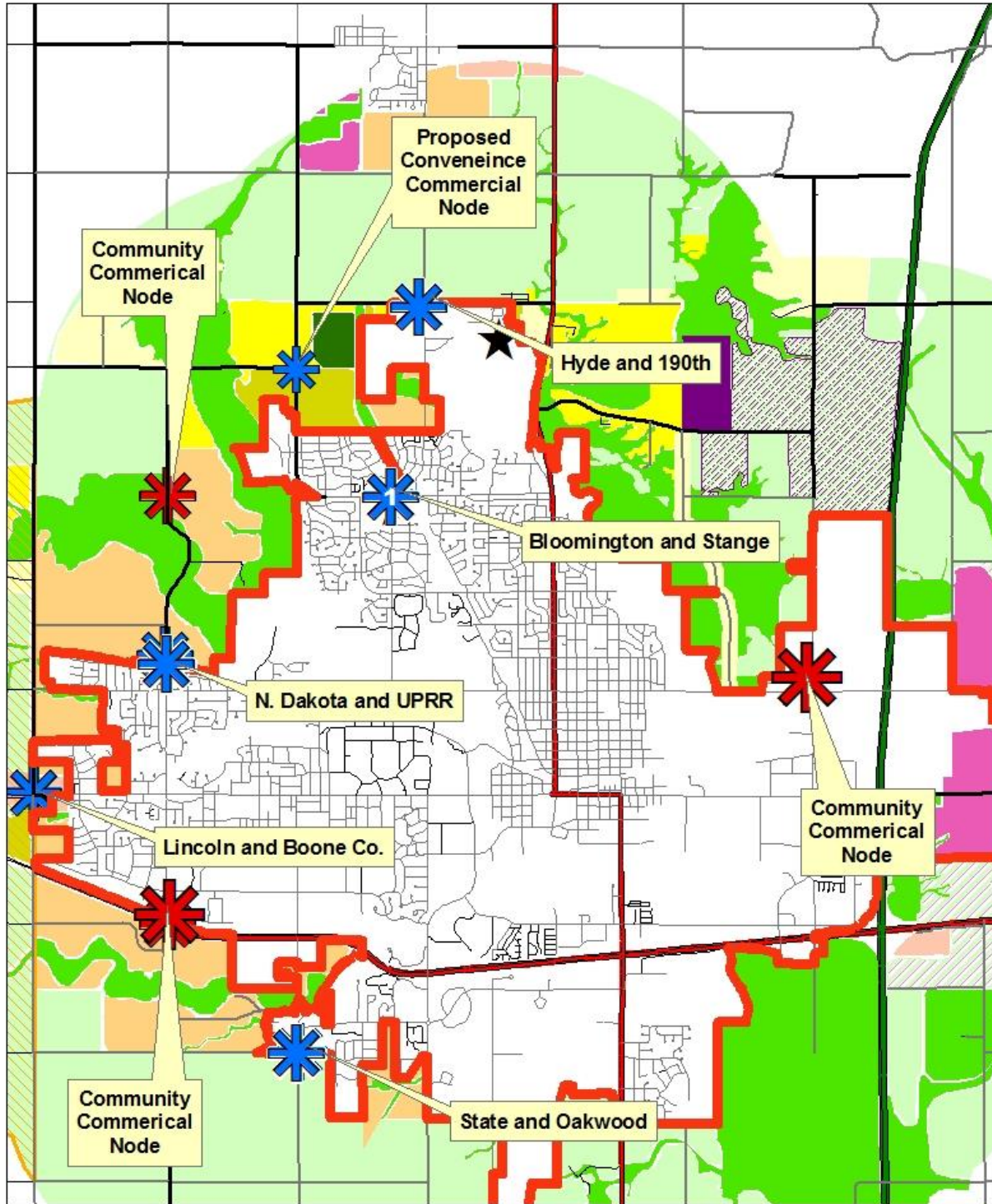
Housing and Employment

The Dankbar parcel is expected to yield 100-120 units under FS-RL zoning. The Muench parcel will yield 200-230 units under FS-RM zoning. This is a project increase in population of 800-1,000 people.

Employment during construction is expected to include a portion of the 3,000+ people that are part of the construction and building trades, suppliers and services in Ames and surrounding area in Story County. Long term employment for the 8-10 acres of commercial is expected to be 250-400 depending on the services and businesses within the commercial area.

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Attachment E: Existing Convenience and Community Commercial Nodes



Community and Convenience Commercial Nodes



**Attachment F: Goals For a New Vision
(Excerpt from Land Use Policy Plan, Chapter 1)**

Goal No. 1. Recognizing that additional population and economic growth is likely, it is the goal of Ames to plan for and manage growth within the context of the community's capacity and preferences. It is the further goal of the community to manage its growth so that it is more sustainable, predictable and assures quality of life.

Goal No. 2. In preparing for the target population and employment growth, it is the goal of Ames to assure the adequate provision and availability of developable land. It is the further goal of the community to guide the character, location, and compatibility of growth with the area's natural resources and rural areas.

Goal No. 3. It is the goal of Ames to assure that it is an “environmentally-friendly” community and that all goals and objectives are integrated with this common goal. In continuing to serve as a concentrated area for human habitat and economic activity, Ames seeks to be compatible with its ecological systems in creating an environmentally sustainable community.

Goal No. 4. It is the goal of Ames to create a greater sense of place and connectivity, physically and psychologically, in building a neighborhood and overall community identity and spirit. It is the further goal of the community to assure a more healthy, safe, and attractive environment.

Goal No. 5. It is the goal of Ames to establish a cost-effective and efficient growth pattern for development in new areas and in a limited number of existing areas for intensification. It is a further goal of the community to link the timing of development with the installation of public infrastructure including utilities, multi-modal transportation system, parks and open space.

Goal No. 6. It is the goal of Ames to increase the supply of housing and to provide a wider range of housing choices.

Goal No. 7. It is the goal of Ames to provide greater mobility through more efficient use of personal automobiles and enhanced availability of an integrated system including alternative modes of transportation.

Goal No. 8. It is the goal of Ames to enhance the role of Downtown as a community focal point.

Goal No. 9. It is the goal of Ames to promote expansion and diversification of the economy in creating a base that is more self-sufficient and that is more sustainable with regard to the environment.

Goal No. 10. It is the goal of Ames to maintain and enhance its cultural heritage.