



*Caring People
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Exceptional Service*

TO: Mayor and City Council

FROM: Kelly Diekmann, Planning & Housing Director;
Marty Shukert and Cory Scott, RDG

DATE: February 14, 2020

SUBJECT: Ames Plan 2040 Housing Workshop

The first objective for the upcoming workshop is to discuss Housing Policy interests. The goal for the meeting is for City Council to dive into a discussion about specific issues. A few of the relevant topics that have come up over the past year include affordability, mix of housing/building types, location of housing, flexible vs. intentional implementation, and existing neighborhoods. RDG's presentation for Tuesday is intended to invite conversation on shaping of the principles for housing, they are not yet fully developed. This will be a more fluid workshop with Council needing to express their interests and ideas directly to the Ames Plan 2040 team more so than the December 4th workshop on principles for growth, land use, and transportation where the team drafted more specific principles based upon greater familiarity with those issues.

Some of the relevant background materials include the responses from the Community Survey from April 2019, developer small group feedback, and the draft growth, land use, and transportation principles. To give context to the breadth of the housing discussion, there are an estimated 25,000+ households in the City with an average size of 2.21 person per household. RDG previously calculated an estimate of approximately 6,400 housing units needing to be produced with an average size of 2.3 persons per unit over 20 years to match the 15,000 person growth estimate.

RDG's second objective for the workshop is to explore an example of a land use classification scheme they are considering for creating land use designations for the city. RDG is working on classifying the intensity of use, whether residential, commercial, or industrial, as one of the primary elements of defining the existing City and how that can apply to growth and areas of change within the community. A full citywide land use map will not be presented on Tuesday as it is a work in progress.

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Workshop #8

February 18, 2020



Agenda



- 1. Selected Housing Policies: Recommendations and Discussion**
- 2. Future Land Use Categories**
 - Future Land Use Map Test Concept**



BACKGROUND



1. Land Use Principles
2. Growth Principles
3. Summary Comments



LAND USE & GROWTH VISION

Ames is an evolving city that takes a balanced, environmentally sustainable approach to growth and development.

Principles of the **Growth** Vision-December 4th Workshop

SUSTAINABLE GROWTH

Ames new growth will be both economically and environmentally sustainable.

CONCENTRIC DEVELOPMENT

Ames will accommodate its projected population growth on both infill sites and contiguous new greenfield growth areas that coordinates existing infrastructure with incremental extensions of services.

INFILL DEVELOPMENT THAT ENHANCES THE URBAN FABRIC

Ames will take advantage of opportunities within the developed city to increase both the efficiency and quality of its urban environment.

INCREMENTAL, CONTIGUOUS GREENFIELD DEVELOPMENT

New development areas will be incremental to existing urbanized land; create high quality, well-connected neighborhoods; and use existing and future public investments efficiently.

URBAN EXPERIENCE

Land use policy will create a rewarding, healthy, safe, and comfortable environment for all of its residents and visitors.

PROCESS

Land use decisions will be made through a transparent, collaborative process that remains true to long-term community goals.

PLANNING FOR EQUITY

Future development in Ames and the public investments that support it, including housing, parks, and other community assets and features, will redound equitably to the public.



Principles of the **Land Use** Vision- December 4th Workshop

APPROPRIATE LOCATION

Land uses in Ames will be located on sites that provide transportation, infrastructure, and support services necessary to support their intensity and operational requirements.

FLEXIBILITY WITH COMPATIBILITY

The land use plan will provide both reasonable flexibility to developers while protecting the integrity and quality of the neighborhoods around them.

CONVENIENT SERVICES

All parts of Ames will have convenient access to neighborhood commercial services and other vital community facilities.

VITAL MIXED USES

Ames will encourage mixing of uses to create more active, interesting, and efficient city environments, while maintaining compatibility where different uses adjoin.

PLACES FOR EMPLOYMENT

Ames will continue to provide appropriately located space for a wide range of enterprises that provide employment for existing and prospective residents.

DIVERSE HOUSING OPTIONS

Land use policy will encourage integration of different residential densities into the fabric of neighborhoods.



Population Projection

FIGURE 1.3: Projected Population, 2015-2035

	2017	2020	2025	2030	2035	2040
PROJECTED PERMANENT POPULATION						
1.0% Annual Growth Rate	37,470	38,606	40,575	42,645	44,820	47,106
1.5% Annual Growth Rate	37,470	39,182	42,210	45,472	48,987	52,772
2.0% Annual Growth Rate	37,470	39,764	43,902	48,472	53,517	59,087
PROJECTED POPULATION PLUS STUDENTS						
1.0% Annual Growth Rate	65,005	65,606	67,575	69,645	71,820	74,106
1.5% Annual Growth Rate	65,005	66,182	69,210	72,472	75,987	79,772
2.0% Annual Growth Rate	65,005	66,764	70,902	75,472	80,517	86,087

Source: US Census Bureau; ISU; RDG Planning & Design, 2019



Residential > Low Density Summary Projection- April 2019

FIGURE 1.2: Projected Residential Land Needs - Low Density Scenario

2017-2030	% OF DEMAND	UNITS	GROSS DENSITY (DU/A)	LAND NEEDS
Low Density	70%	2,066	3.0	689
Medium Density	10%	295	8.0	37
High Density	20%	590	16.0	30
Total	100%	2,952		755
2030-2040				
Low Density	70%	2,395	3.0	798
Medium Density	10%	342	8.0	57
High Density	20%	684	16.0	34
Total	100%	3,421		889
Total 2017-2040		6,373		1,645

Housing type assumptions:

Low-Density: Conventional SF detached

Medium-Density: Small lot SF detached, single-family attached, townhomes

High-Density: Multi-family, 3-story typical

Source: RDG Planning & Design, 2019



Residential > Additional Projections

Placeholder- Additional information to come on housing types, income levels, opportunities within growth areas and infill



Housing Options

Lots of multi-family available and being built

Desire for single-family and different types of housing

Affordability

Perceived thriving rental market

Few local builders

SURVEY: What do you believe would enhance the quality of life and the community of Ames over the next 20 years?					
Topic	VERY IMPORTANT	IMPORTANT	NO OPINION	SOMEWHAT IMPORTANT	NOT IMPORTANT
Additional housing option	32%	35%	15%	10%	8%

SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Housing?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Housing quality and desirability of single-family homes	6%	15%	26%	41%	7%	4%
Housing quality and desirability of apartment housing	5%	10%	23%	38%	15%	8%
Affordability of housing	24%	30%	29%	12%	2%	3%
Supply of ownership housing	9%	25%	27%	17%	3%	19%
Supply of workforce and market-based rental housing	11%	17%	23%	17%	5%	27%
Supply of student-marketed housing (off-campus)	2%	6%	14%	31%	31%	16%
Supply of affordable (low-income) housing	28%	22%	16%	6%	2%	25%
Supply of senior housing	8%	13%	18%	22%	7%	32%

SURVEY: As the City grows and changes over the next 20 years, please indicate which changes you view as advantages to improve the quality of life? (select up to three)	
Topic	%
Additional retail/shopping/dining options	37%
Increased employment and economic options	32%
New and more diverse housing choices	29%
Support of the school systems	29%
Reduced cost of living	28%
Environmental protection of sensitive areas	28%

April 2019- Survey Excerpt- 2. Opportunities for Infill Development

Infill Creates Vibrancy

Positive perception towards infill and redevelopment, but also heard tension with redevelopment initiatives.

Preservation is important, too.

Can connect to existing city services like CyRide and bikeways.

Area is already being serviced/maintained (water, sewer, snow removal, etc.)

Concentrate commercial redevelopment to North Grand Mall and Downtown Area

Housing Options

Lots of multi-family available and being built.

Desire for single-family and different types of housing.

SURVEY: Do you have an area of the City that you believe would be desirable for new development in the next 20 years?					
Topic	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Focus on infill/redevelopment options	40%	29%	24%	4%	2%

SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Land Use and the Environment?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Integrating infill and redevelopment projects	11%	23%	29%	17%	3%	16%



April 2019- Survey Excerpt- 4. Sustaining Neighborhoods

Some strong organizations that can mobilize.

Quality of neighborhoods viewed as good, want to continue and support.

Need for more balance

Mobility options

Students and permanent residents

Possible gentrification risks

Student vs. non-student housing

SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Community Image and Values?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Quality of Neighborhoods	0%	6%	23%	53%	17%	2%

SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Housing?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Housing quality and desirability of single-family homes	6%	15%	26%	41%	7%	4%
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Supply of affordable (low-income) housing	28%	22%	16%	6%	2%	25%
Supply of senior housing	8%	13%	18%	22%	7%	32%

What make you excited about the future of Ames? (sample comments)

"The opportunity for growing a compact city that has neighborhoods with amenities near by (walking distance)."

What challenges do you see for the future of Ames? (sample comments)

"Maintaining older housing stock and thus the attractiveness of long-term neighborhoods."

"We're not putting enough thought toward the sociological aspects of community in our urban planning/design. For example, the proliferation of these high-rise apartments on previous vacant lots -- they do nothing to enhance the aesthetic of the surrounding neighborhoods...."





1. Housing Principles

- Policy or implementation measure discussion
- Note that there are competing interests and goals related to housing issues, more direction is needed in these situations

Housing Policy

Principle- Expand housing choice and attainability for people of all income ranges

Policy directions for discussion

- Increase the number of non-multi-family homes constructed per year
- Locations of expanded choices, i.e. growth areas, existing areas, redevelopment areas
- Expectations or allowances for changes within existing built up areas (conversions, ADU)
- Inclusive housing opportunities and requirements within new development
- Promote, encourage, support different housing types, smaller or “middle” housing types
- Incorporate a range of housing types, including urban family housing, into redirection areas. Assist with redevelopment and land assembly.
- Support affordable housing initiatives and groups, including use of federal housing funds
- Cost effective development policies

Other Discussion:

- Requirements versus incentives.
- “Minneapolis model”



Housing Policy

Principle- Maintain the quality of existing neighborhoods while also encouraging reinvestment and enhancement of existing housing stock.

Policy directions and Issues

- Maintain character of single-family blocks.
- Make strategic value-added public realm enhancements and street rehabilitation
- Limit higher density infill development to specific types of street frontages
- Encourage broader infill options that are not site specific
- Property and building upkeep and design
- Diversity of housing choices in a neighborhood compared to overall City,

Other Discussion:

- Requirements versus incentives.



Housing Policy

Use of Density and/or Building Types to define development areas

Policy directions for discussion

- Plan for an intentional mix of housing in growth areas
- Does density reflect actual character consistently?
 - Focus on building types, design, transitions vs. broader options within density ranges, requires more intentional planning and different zoning tools
- Focus on the most desirable project attributes without micro-managing. These attributes include walkability, placemaking and functional public space, street/sidewalk/trail connectivity, and mix of uses and development densities.
- Additionally, link infrastructure or higher intensity zoning incentives to provision of attainable housing. Establish thresholds for eligibility.
- Discuss how “LUPP-Village” was intended to meet housing goals, success and failures of influencing housing (predictable, flexible, prescriptive)



Housing Policy

Advance identification and redevelopment of redirection areas

Policy directions for discussion

- Incorporate diverse housing types, including options for senior housing, in redirection areas (urban corridors, East Lincoln Way, near downtown sites), taking advantage of adjacent local services
- Identify underutilized sites and work directly with owners or potential developers toward their reuse
- Prepare sub-area plans for specific needs or goals

Other Discussion:

How active a role should the city take in redevelopment?

Financial Viability and timing of infill goals





1. Land Use Mapping Concepts

- Test Application to Northeast Quadrant of the City

Mapping Concept

1. **Minor additions to Complete Streets Plan (CSP)**

- Multimodal/bicycle boulevard streets not included in CSP
- Major circulation in new 2040 growth tiers

2. **Complete Streets Plan reference in land use policies**

- Thoroughfares/boulevards and mixed use avenues as locations for higher intensity uses in neighborhoods

3. **Future Land Use Plan**

- Combination of character and use designators
- Incorporates CSP
- Policy pairings to character neighborhoods

4. **Intensity Plan**

- Overlays intensity designators on Future Land Use Map



Future Land Use Map Categories

NEIGHBORHOODS

- Traditional Neighborhoods
- Established Neighborhoods
- Emerging Neighborhoods
- Middle Neighborhoods
- Village Neighborhoods
- University Neighborhoods

CENTERS

- Major Mixed Use
- Community Mixed Use
- Neighborhood Mixed Use
- Downtown
- Village Center
- Campustown

SPECIAL DEVELOPMENT

- Urban Corridor
- Redirection Areas
- Major Civic

EMPLOYMENT

- Major Industrial Employment
- Office/Research
- Gritty Urban

RURAL

- Development Reserve
- Agricultural

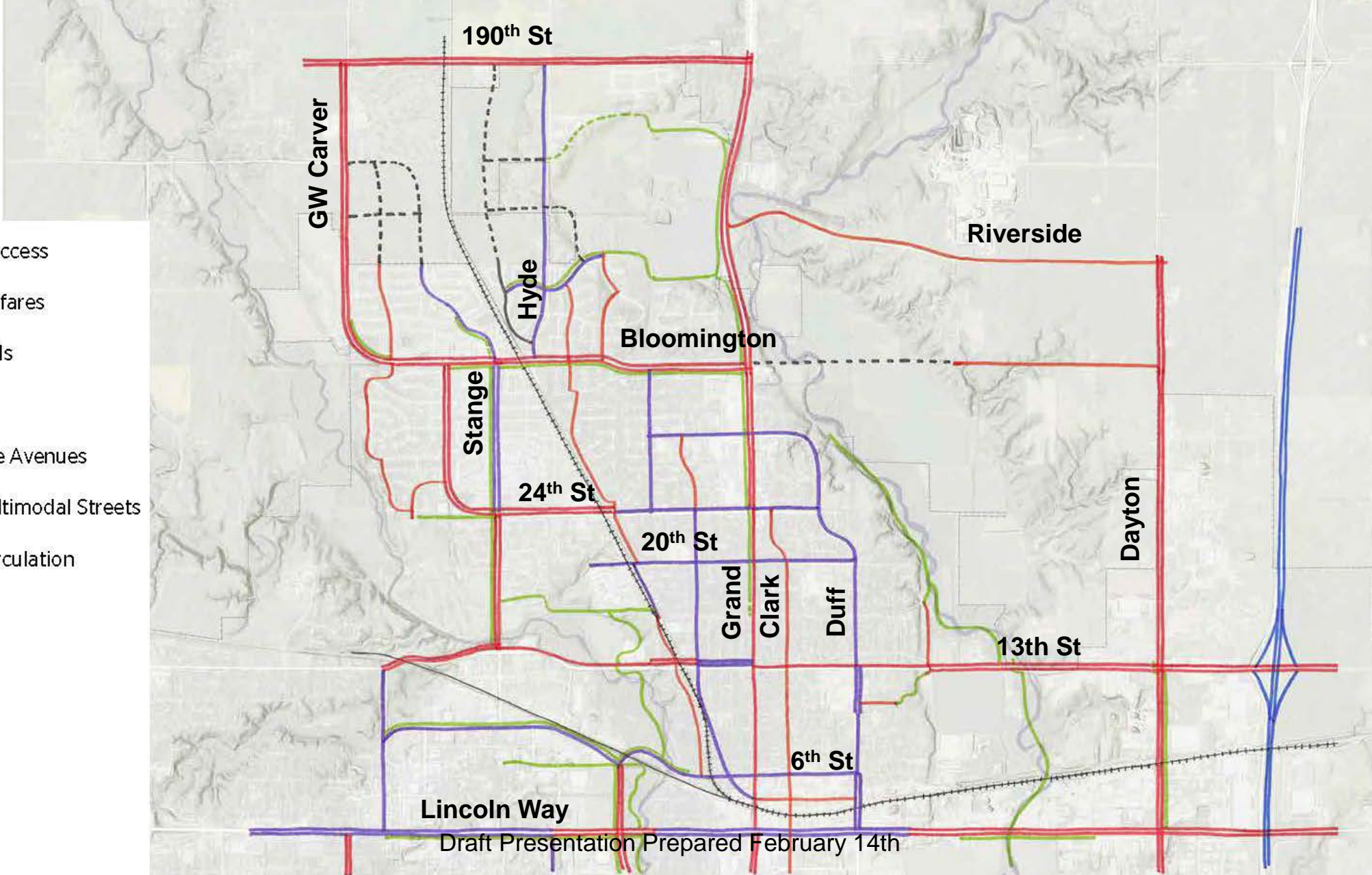


Land Use Intensity Map Categories

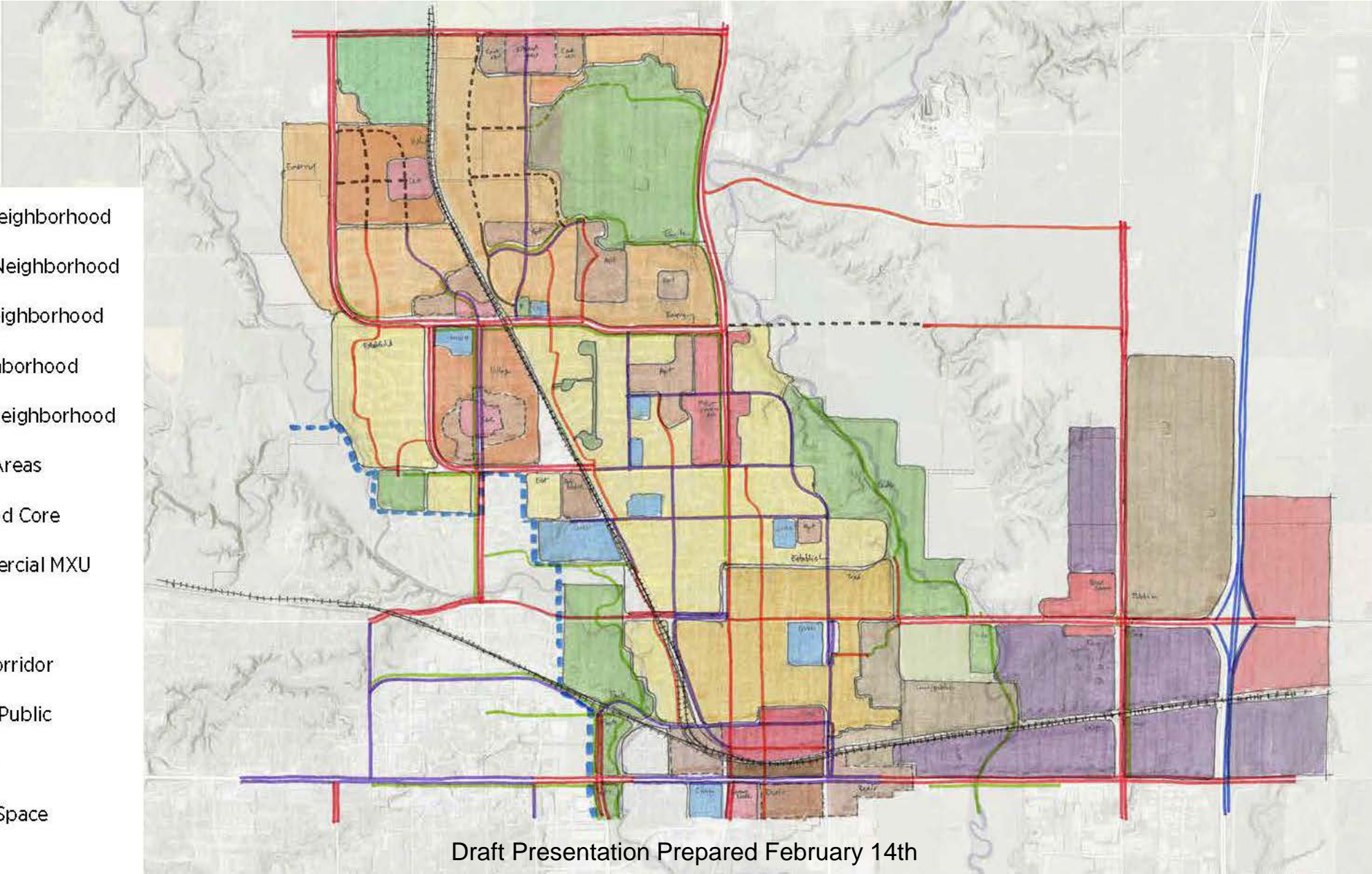
Intensity Classification	Residential (gross)	Commercial/Office	Industrial
Low	5 du/A or less in built-up areas; 5 du/A minimum, up to 8 du/A maximum in emerging or redirection areas	Under 0.3 FAR (1 level, 3:1 maximum parking ratio, 75% IPC), 10,000 SF maximum building footprint; traffic generation under 100 vpd	No external environmental impact, no external storage, same FAR limitation, less than 75% IPC
Moderate	8 du/A or less in built-up areas; 6 du/A minimum, 12 du/A typical maximum in emerging or redirection areas	0.3-0.6 FAR (2 level, 4:1 maximum parking ratio, 75% IPC), 20,000 SF maximum building footprint, traffic generation under 400 vpd	
Middle	12 du/A or less in built-up areas; 10 du/A minimum, 24 du/A typical maximum in emerging or redirection areas	0.6-1.0 FAR, (80,000 SF, maximum building footprint, 5:1 maximum parking ratio, traffic generation under 1,000 vpd	Moderate potential external environmental impact, limited external storage with screening, same FAR limitation, less than 75% IPC
High	32 du/A or less in built-up areas; 24 du/A minimum in emerging or redirection areas	Over 1.0 FAR, over 80,000 SF maximum building footprint, 5:1 maximum parking ratio, traffic generation above 1,000	High potential environmental impact, external storage with screening, same FAR limitation, less than 85%



Modified Complete Streets Plan Concept (NE Quadrant)



Land Use Plan Trial (NE Quadrant)

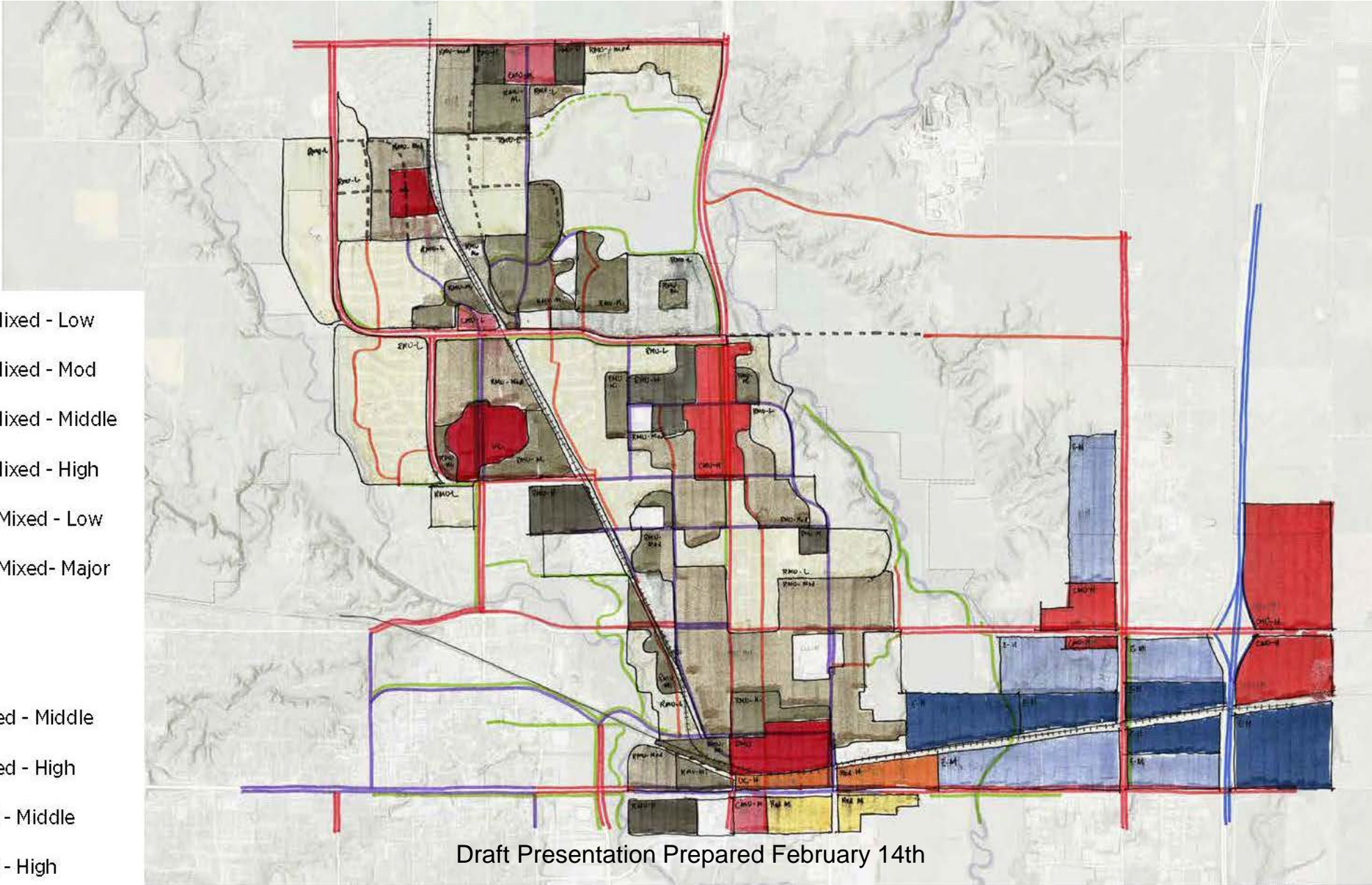


- Traditional Neighborhood
- Established Neighborhood
- Emerging Neighborhood
- Village Neighborhood
- Multifamily Neighborhood
- Redirection Areas
- Neighborhood Core
- Major Commercial MXU
- Downtown
- Mixed Use Corridor
- High Impact Public
- Employment
- Parks/Open Space

Draft Presentation Prepared February 14th



Use Intensity Plan Trial (NE Quadrant)



Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
TRADITIONAL NEIGHBORHOODS	<ul style="list-style-type: none"> • Residential core, including historic district • Typically early 20th Century development • Largely but not exclusively residential. • Mixed housing densities and configurations, including SF, attached, individual multifamily buildings. • Generally small site, fine-scale • Connected traditional grid, street/sidewalk continuity. • Proximity to Downtown. • Transit access 	<ul style="list-style-type: none"> • Residential conservation with incentives • Permitted density < 8-10 du/A • Maintenance of SF character on residential blocks, ADU's permitted with adequate site area • Selected infill, including attached units and small townhome developments • Small-scale office and commercial uses with limited traffic generation that preserve residential scale. Locations limited to thoroughfare/boulevards and mixed use avenues • Infrastructure rehabilitation where necessary
ESTABLISHED NEIGHBORHOODS	<ul style="list-style-type: none"> • Fully built-out • Largely but not exclusively single-family, with some attached and small-scale multi-family • Relatively large single-use blocks • Variety of lot sizes • Larger scale grid and curvilinear streets, cul-de-sacs and loops • Typically mid- to late-century development • In some cases, internal pathways and cluster development • Transit access 	<ul style="list-style-type: none"> • Maintenance of SF character on residential blocks, ADU's permitted with adequate site area • Selected infill, including attached units and small townhome developments adjacent to existing attached units and adjacent to public uses • Neighborhood identification and strategic enhancements • Small-scale office and commercial uses with limited traffic generation as a special use on thoroughfares/boulevards and mixed use avenues • Infrastructure rehabilitation where necessary



Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
EMERGING NEIGHBORHOODS	<ul style="list-style-type: none"> Contemporary development Primarily residential and largely single-family, but also including some diversity Conventional suburban lot sizes Access to green space and internal paths in some cases Curvilinear street networks, somewhat limited inter-neighborhood connectivity Neighborhood commercial uses related to arterials CyRide access where densities or travel patterns warrant, future build-out designed to accommodate alternative transportation 	<ul style="list-style-type: none"> Standards and incentives for attainable housing and mixed densities Incentives tied to public participation in infrastructure finance Higher residential densities encouraged on multimodal streets and potential transit routes ADU's permitted on new lots with adequate site area Minimum gross density of 5 du/A in new development Low-impact office/commercial development as part of original plats Street, sidewalk, and trail connectivity Provision for neighborhood parks and trail connections
MIDDLE RESIDENTIAL NEIGHBORHOODS	<ul style="list-style-type: none"> Large groupings or concentrations of attached, townhomes, low-story multifamily May include some commercial or community services Single-family is secondary Often but not always in unified developments Parking and circulation are sometimes internalized 	<ul style="list-style-type: none"> Standards and incentives for attainable housing Incentives tied to public participation in infrastructure and project financing Higher residential densities encouraged on multimodal streets and potential transit routes ADU's permitted on new lots with adequate site area Typical gross density < 16-20 du/A Low-impact office/commercial development integrated into original project design Street, sidewalk, and trail connectivity

Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
VILLAGE NEIGHBORHOODS	<ul style="list-style-type: none"> • Based on master development plan • Strongly connected mixed uses • High street and path connectivity • Individual development areas may have separate dominant uses but relate to each other • Interior planned “village center” • Common open space and community streets as elements of urban structure • Thematic street character 	<ul style="list-style-type: none"> • Standards and incentives for attainable housing and mixed densities • Public participation in infrastructure finance for approved village project designs • Flexible infrastructure standards suited to village concept • Recognition of multiple ways to accomplish to village design with an emphasize walkability, functional public space, appropriate street design, and green infrastructure; provide flexibility in how these goals are accomplished • Overall minimum gross density > 5 du/A
UNIVERSITY NEIGHBORHOODS	<ul style="list-style-type: none"> • Sphere of influence of ISU campus • Largely multi-family, high-density, plus other campus related residential • Land use controversy at interface with surrounding neighborhoods or single-family enclaves • Street grid with some interruptions • High density of CyRide service • Include some secondary commercial, sometimes within building. • Largely (but not exclusively) university community occupancy. 	<ul style="list-style-type: none"> • Standards and incentives for attainable housing • Incentives tied to public participation in infrastructure and project financing • Higher residential densities encouraged on multimodal streets and potential transit routes • ADU’s permitted on new lots with adequate site area • Typical gross density < 16-20 du/A • Low-impact office/commercial development integrated into original project design • Street, sidewalk, and trail connectivity



Land Use Categories: Centers

Category	Characteristics	Examples
MAJOR MIXED USE	<ul style="list-style-type: none">• Regional commercial destinations• Includes both Mall and large-format free-standing commercial• Usually auto-oriented with large parking lots, often too big for demand• Typically separated from street by parking• Arterial or interstate visibility and access• In built-up areas, proposed retrofits for better alternative transportation access, new uses	North Grand Mall, 13 th and I-35 commercial, South Duff from 3 rd to 5 th
COMMUNITY MIXED USE	<ul style="list-style-type: none">• Serves local consumer needs for a district of the city or group of neighborhoods• Typical range of uses are grocery, pharmacy and other “small boxes,” supporting retail• Older projects are auto-oriented, need retrofits for better pedestrian/bicycle access• Typically auto-oriented, although design is evolving• Usually at arterial or arterial/collector intersections• Includes or adjacent to multifamily for service convenience, new projects should have a residential component• Important CyRide destinations	Lincoln Way, Franklin to Beedle



Land Use Categories: Centers

Category	Characteristics	Examples
NEIGHBORHOOD MIXED USE	<ul style="list-style-type: none">• Small scale neighborhood service center• May include convenience commercial, specialty or small-boxxgrocery, small multitenant building, child care, local services• Typical location at arterial or collector intersections.• Usually now auto-oriented, should evolve or retrofit for pedestrian/bicycle access.• New projects should explore different site designs – 360 degree design, neighborhood connectivity.	Bloomington and Stange
VILLAGE CENTER	<ul style="list-style-type: none">• Specific design as walkable, mixed use districts• Vertical mixed use• Significant theming or public space• Center that is internal and key element of a surrounding neighborhood environment• High degree of multi-modal access; for Campustown, a CyRide nucleus	Somerset



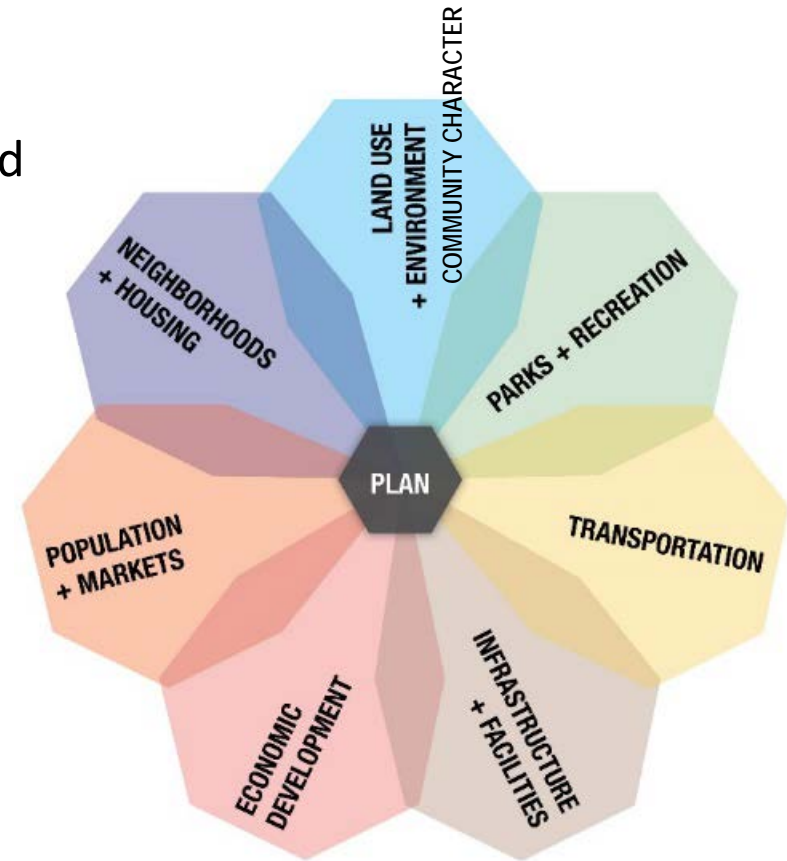
Land Use Categories: **Special Development**

Category	Characteristics	Examples
URBAN CORRIDOR	<ul style="list-style-type: none">• Major strategic arterial corridors, with primary commercial use• May connect regional, community, and neighborhood mixed use nodes• Auto-dominated now, require greatly improved connectivity for other modes• Potential for denser redevelopment with more efficient site design, use of unnecessary parking, infilling of left-over sites• Potential for increased residential presence• Different community roles and commercial mixes• Often are image centers, for better or worse• May require specific development plans and zoning overlays or special districts.• May be important transit corridors, but only with adequate supporting residential density	Lincoln Way, South Duff, 16 th (I-35 to Duff), 13 th (I-35 to Skunk River)
REDIRECTION AREAS	<ul style="list-style-type: none">• Opportunities for major redevelopment• Market demand for upgraded land use• Currently low-density/low yield areas• Require concept plans to guide future development• Require housing type and income diversity• Potential city incentives: TIF, land assembly	East Lincoln Way, Duff to Sondrol; 6 th and Grand “triangle,” West Lincoln Way sites, Others



Monthly Topics

- January:** > Selection of preferred growth scenario
- Today:** > Introduce land use and mapping concept
> Discuss housing policy directions, identify neighborhood subareas
- March:** > Review completed land use and intensity plans
> Discuss absorption of growth and implication on timing
- April:** **Refine** Culture, Community Character, Health, and Equity
- May:** **Refine** Environment and Parks
- June:** **Review completed draft plan**



All sections are important and interrelated.



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Workshop #6

December 4, 2019

