ITEM: 20

Staff Report

AMES PLAN 2040 PUBLIC DRAFT

August 24, 2021

BACKGROUND:

City Council reviewed a Steering Committee Draft of Ames Plan 2040 at workshops on July 20th and August 3rd. At those meetings the City Council provided direction regarding how to proceed with finalizing the Plan in order to make it available for public comment.

The Plan is designed around the City Council's evaluation of growth scenarios that addressed housing, commercial, and employment growth related to a population increase of 15,000 people over the next 20 years. The Plan includes Vision Statements concerning Growth; Land Use; Environment; Open Space; Transportation; Neighborhoods, Housing, and Sub Areas; and Community Character to address not only the planned growth but also continued investment for the existing areas of the City. The Plan intentionally includes policies that tie land use, transportation, and environmental issues together to address common interests related to the design of the community and appropriate uses throughout the community.

While the Plan includes defined growth areas for the expansion of the City, it also includes a policy framework for infill options and redevelopment areas. Not all the growth will occur at the periphery of the City; targeted areas will be intensified to provide for additional housing and economic development options over the life of the Plan. Overall, the Plan is structured as a values-based plan with policies and objectives that provide for a great amount of latitude in its implementation, both through updates to City development standards as well as future land use and zoning changes.

The draft Plan 2040 dated August 17th has incorporated City Council's direction as well as other edits to improve formatting and readability. The Background chapter has been extensively updated while most of the other chapters had only minor updates to reflect City Council's input and staff modifications. The following list highlights the more significant changes to the Plan since the initial draft:

- Vision Statements throughout- made consistent in style and language; added missing text Mobility element Vision statement
- Table of Contents, p. 2 – added subcategories to Growth & Land Use for greater ease of use
- Added Mayor's Remarks, p. 4
- Added Land Recognition, p. 5
- Added "What is a Comprehensive Plan?", p. 6
- Changed the inclusivity paragraph, p. 8

- Moved “Race and Ethnicity” from p. 17 to p. 13 and eliminated rest of p. 17
- Removed smaller maps on p. 24, as these are already included as larger maps and moved “Municipal Facilities” from p. 28 to this page
- Added new page for Hospital/Medical Special Area Land Use Category p. 67
- Added explanation about Complete Streets on p. 104
- Changed policy numbering in Growth section (each section starts over)
- Adjusted policy language throughout, based upon Council’s comments (see minutes from workshop)
- Added the word “housing” to title of Neighborhoods, Housing and Subareas element
- Changed policy numbering within Neighborhoods, Housing and Subareas element (each section starts over)
- Public Opinion survey Findings on p. 117 was moved to p. 114
- Future Corridor Action Plans Map was removed from what is now p. 119
- Fringe Map- added Rural Character & Natural Areas to go with Urban Reserves
- Future Land Use Map- aligned the land use categories in the text and map legend for consistency, modified some designations and removed Urban Reserves to reflect final land use terminology

STAFF COMMENTS:

The current draft has been updated with Council’s policy comments and overall refinements for public review. **Staff supports accepting the current draft for the purposes of starting a public comment period that will go through September.**

Following Council’s review of the public comments received, Council will have the opportunity to direct further changes to be made to the Plan prior to the formal adoption process later this year. Tentatively, staff plans to provide Council an update regarding public comments in early October. Assuming final edits and revisions are not significant, the formal public hearing process with the Planning and Zoning Commission and the City Council can begin in November 2021.

AUGUST 17 >> 2021

DRAFT

AMES PLAN 2040

CITY OF ames™

RDG PLANNING & DESIGN

AMES PLAN 2040

INTRODUCTION

PLAN ELEMENTS

AUGUST >> 2021

INTRODUCTION

PREFACE

AMES PLAN 2040

On behalf of the Ames City Council and the City of Ames planning staff, I want to thank the hundreds of individuals who contributed their ideas and feedback by attending meetings, reaching out to city leaders and staff, and participating online.

All of our City Council's workshops and meetings were streamed online and recorded to allow people to learn about the project and see how their contributions influenced presentations, discussions, and ultimately the Ames 2040 Plan.

Interwoven with Ames Plan 2040 is our recently approved the Forward 45 a long- range transportation plan, and once completed, the recently initiated Climate Action Plan will be integrated as appropriate and warranted.

Through your continued involvement in the community, and active engagement with the planning process, Ames will continue to be the Smart Choice community for decades to come.

Respectfully,

John A. Haila
Mayor, City of Ames

ACKNOWLEDGMENTS

The Land

The starting point and history of the City of Ames begins with land acknowledgment. Predating the establishment of Iowa State University or the City of Ames, this area was the ancestral lands and territory of the Baxoje (bah-kho-dzhe), or Ioway Nation. The United States obtained the land from the Meskwaki and Sauk nations in the Treaty of 1842. We wish to recognize our obligations to this land and the people who took care of it, as well as the 17,000 Native people who live in Iowa today.

Source: Iowa State University

Mayor and City Council

John Haila | Mayor

Gloria J. Betcher | Ward 1

Tim Gartin | Ward 2

David Martin | Ward 3

Rachel Junck | Ward 4

Amber Corrieri | At-Large

Bronwyn Beatty-Hansen | At Large

Trevor Poundstone | Ex-Officio

Planning and Zoning Commission

Michael Clayton

Jon Emery

Ruth Hulstrom

Anuprit Minhas

Doug Ragaller

Carol Spencer

City Staff

Steve Schainker | City Manager

Kelly Diekmann | Planning and Housing Director

Eloise Sahlstrom | Planner

Tracy Peterson | Municipal Engineer

Damion Pregitzer | City Traffic Engineer

Keith Abraham | Parks and Recreation Director

Consultant Team

RDG Planning & Design
www.RDGUSA.com

HDR, Inc.
www.HRGREEN.com

Gruen Gruen + Associates
www.GGASSOC.com

POLICY FRAMEWORK

Role of a Comprehensive Plan

The Ames Plan 2040 has two fundamental purposes:

1. The first provides an essential legal basis for land use regulationl.

2. Secondly, a comprehensive plan presents a unified and compelling vision for a community, derived from the aspirations of its citizens; and establishes the policies necessary to fulfill that vision.

Additionally, Iowa Code 18B lists 10 smart planning principles used as the overarching values that the plan embodies.

1. Collaboration
2. Efficiency, Transparency, and Consistency
3. Clean, Renewable, and Efficient Energy
4. Occupational Diversity
5. Revitalization
6. Housing Diversity
7. Community Character
8. Natural Resource and Agricultural Protection
9. Sustainable Design
10. Transportation Diversity

VISION

The Vision was crafted early in the process of preparing Ames Plan 2040 based upon initial public input and discussion with the City Council. The Vision helps set the tone for the community and as the guiding principle for preparing Ames Plan 2040.

"An evolving city that will not only grow outwardly, but also invest in existing areas and support change within the community that ensures Ames is an inclusive, thriving, and vital community with a diverse economy, environmentally sustainable practices, and a high quality of living that meets the needs of both current and future residents."

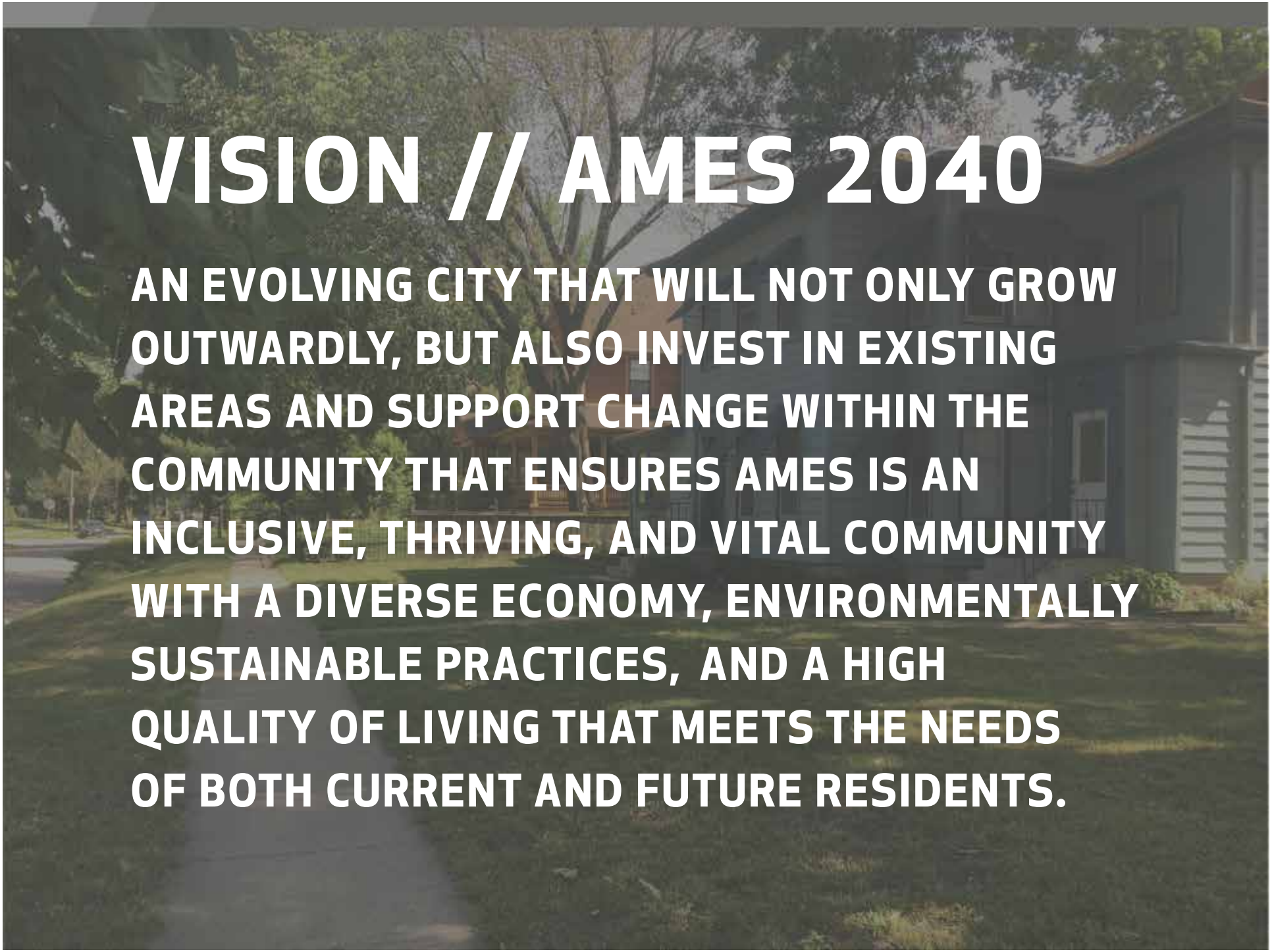
DISCOVER

The Discover section includes a recap of the planning process and background research that influences future decision-making, such as understanding that the community may grow by 15,000 people between 2020 and 2040. The public engagement process led to four Unifying Themes that are ever- present through all of the elements.

PLAN ELEMENTS

The Plan Elements section addresses topical areas or "elements" of the plan. Each element begins with a Vision Statement followed by Guiding Principles and Actions to achieve the vision. Each element includes contextual information and a conditions snapshot of 2020.

- Growth & Land Use
- Environment
- Parks, Trails, & Greenways
- Mobility
- Neighborhoods, Housing & Subareas
- Community Character



VISION // AMES 2040

AN EVOLVING CITY THAT WILL NOT ONLY GROW OUTWARDLY, BUT ALSO INVEST IN EXISTING AREAS AND SUPPORT CHANGE WITHIN THE COMMUNITY THAT ENSURES AMES IS AN INCLUSIVE, THRIVING, AND VITAL COMMUNITY WITH A DIVERSE ECONOMY, ENVIRONMENTALLY SUSTAINABLE PRACTICES, AND A HIGH QUALITY OF LIVING THAT MEETS THE NEEDS OF BOTH CURRENT AND FUTURE RESIDENTS.

VISION

Unifying Themes

Unifying themes that apply throughout the plan include inclusivity, sustainability, health, and choices.

- **Inclusivity.** The people of Ames are the City's greatest asset, and initiatives in this Plan intend to improve everyone's quality of life.
- **Sustainability.** Sustainability relates to environment, economy, and the City's ability to service current and emerging needs of people for decades to come. Sustainability is braided throughout the plan and notably prioritized within the environment chapter.
- **Health.** As the City improves, so should the physical well-being of the people who live in it. Policies for growth, transportation, recreation, are all relate to the overall well-being of its citizens.
- **Choices.** Choices relate to having options for housing, mobility, jobs, businesses, activities, and supporting a wide range of interests and opportunities in the community.

From the overall Community Vision, Ames Plan 2040 takes steps to refine priorities at a more detailed level that address specific topics (elements) within the Plan. The individual elements include vision statements to outline the purpose for each.

Growth & Land Use Vision

An evolving city that takes a balanced, environmentally sustainable approach to growth and development.

Environment Vision

Stewardship that supports a sustainable community, economy, natural resources, and living environment.

Parks, Trails, & Greenway Vision

Open space and recreation facilities that support the physical and social well-being of the community.

Mobility Vision

A well connected, context-sensitive transportation system that provides for the safety and comfort of all users.

Neighborhoods, Housing & Subareas Vision

New development and redevelopment choices that address specific needs of the community for housing, economic development, infrastructure enhancements, and City programs.

Community Character Vision

Aesthetic and design improvements that support a spirit of community, respect Ames' heritage, and create new high quality buildings and spaces to build upon our character.

DISCOVER

PLANNING PROCESS

Planning Process Overview

Early input from the community was organized into themes that framed the structure of the Ames Plan 2040 and guidance for future initiatives. As the process diagram shows on the next page, input and feedback relied on the following activities:

- Public Open House Kick-off Events
- City Council Workshops and Meetings
- City Council Public Forums
- Focus Group Discussions
- Public Pop-up Stations at ISU Campus
- Public Open House & Design Studio
- Online Questionnaires

Discussions covered broad topics including population change, land use, housing, economy, mobility, infrastructure, parks and open spaces, community facilities, and more. Public input provided during the process is hosted on the City's website and helped guide the policies and actions within each element.

WWW.CITYOFAMES.ORG/AMESPLAN2040

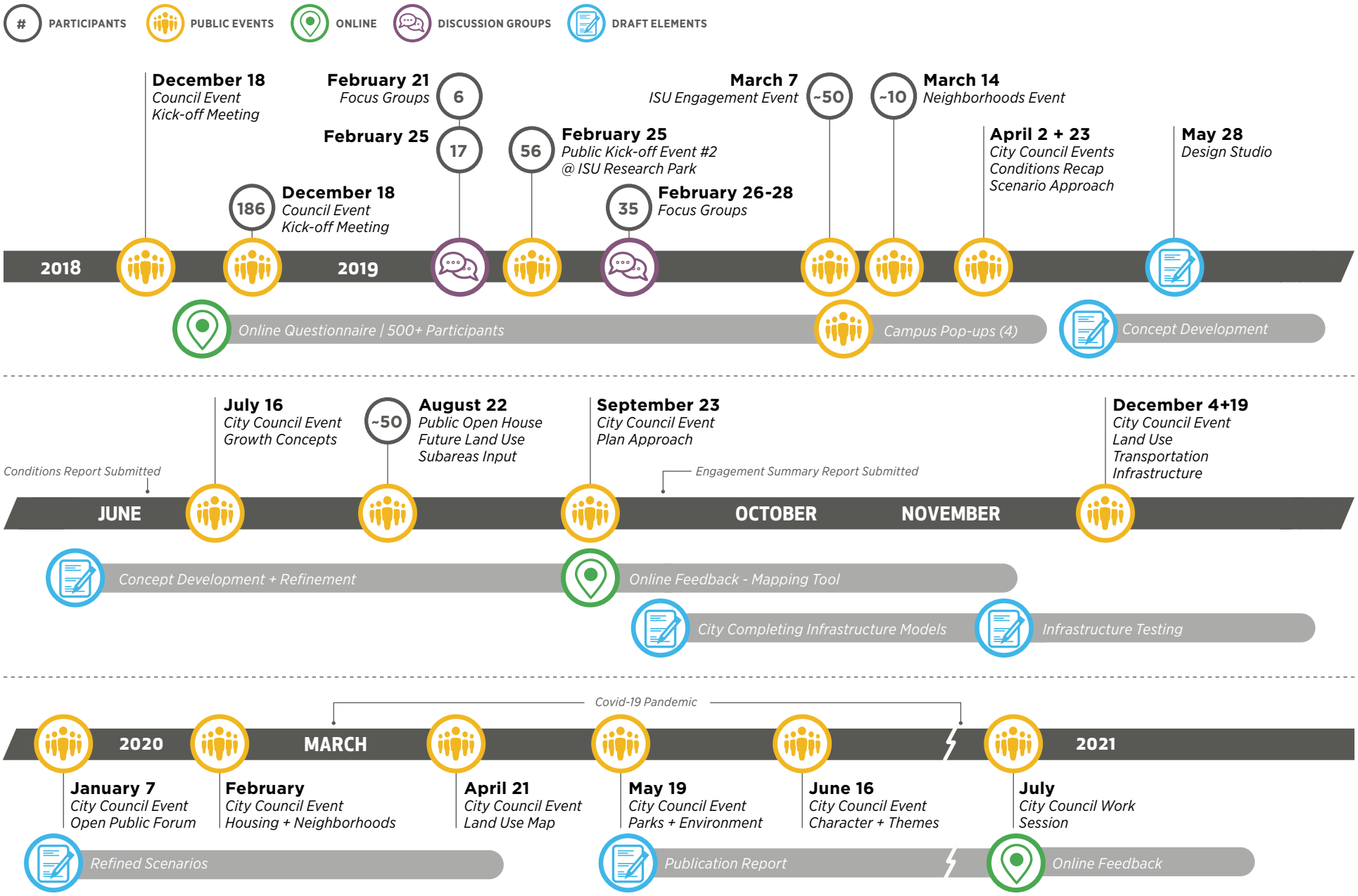








PLANNING PROCESS



CONDITIONS AND TRENDS: DEMOGRAPHIC AND ECONOMIC

This section examines demographic and economic trends that affect Ames. The analysis examines population and demographic dynamics, including future population and important regional issues that will affect the quality of the City's environment.

Population Change

The following information presents important changes in the characteristics and dynamics of Ames' population.

» Ames experienced strong growth rates over the past 60 years with overall growth of 140%. During this same period, the state of Iowa grew at a rate of 14%.

An effective way of understanding population changes is to use standard birth and death rates to predict the way a population would change, absent any migration, and then to compare the prediction to actual change. The 2017 predicted population is based on 2010 Census data.

» The community as a whole also saw a net out-migration (residents moving out of Ames). The predicted population for 2017 was 65,544, but the estimated actual population was 65,005.

» A factor in under-prediction is the student population that leaves after graduation and therefore is not around to start families.

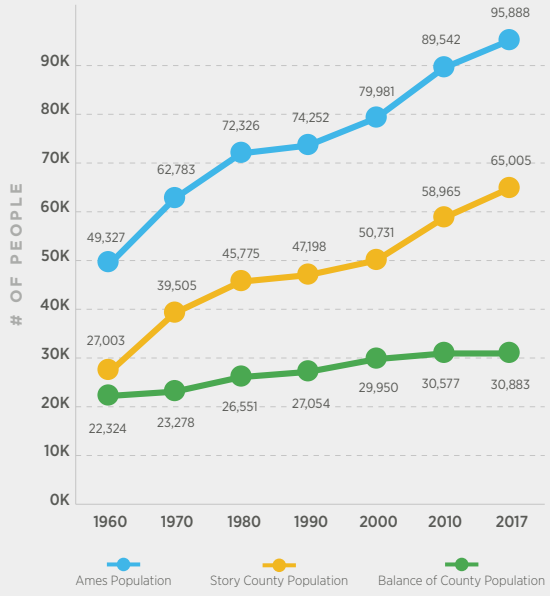
CHANGES IN AGE COMPOSITION

AGE GROUP	2000	2010	CHANGE 2000-2010	% CHANGE	2017	CHANGE 2010-2017
0-14	6,140	6,756	616	9.4%	6,688	-68
15-19	6,880	7,611	731	10.6%	10,383	2772
20-24	14,700	17,475	2,775	22.6%	19,164	1689
25-34	7,192	9,087	1,895	11.1%	8,807	-280
35-44	4,851	4,427	-424	7.5%	4,983	556
45-54	4,435	4,501	66	6.8%	4,395	-106
55-64	2,640	4,334	1,694	4.1%	4,498	164
65-74	1,957	2,417	460	3.0%	3,274	857
75-84	1,363	1,643	280	2.1%	2,081	438
85+	573	714	141	0.9%	732	18
TOTAL	50,731	58,965	8,234	100%	65,005	6,040

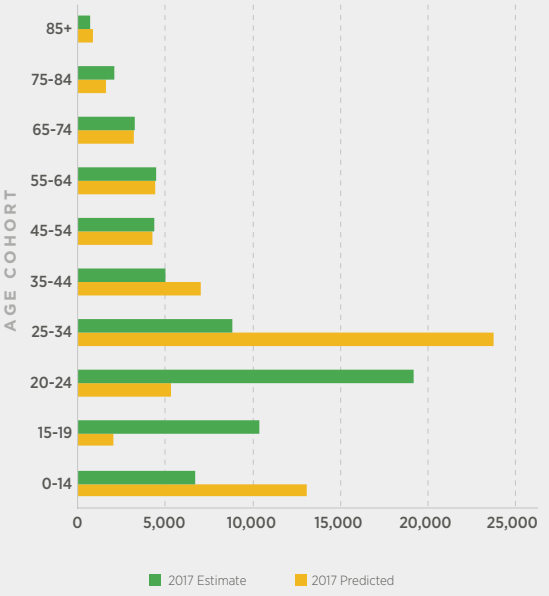
Source: US Census Bureau, 2000 & 2010

*Changes from 2000-2010 are more accurate using data from the full count. To provide a more recent picture, 2017 data is shown, which uses an estimate and is less reliable.

POPULATION CHANGE 1960–2017



2017 PREDICTED VS. ESTIMATED POPULATION



CONDITIONS AND TRENDS: DEMOGRAPHIC AND ECONOMIC

Age/Sex Distribution

The demographics of Ames is fairly consistent with a community that is home to a large university. The median age of 23 years old reflects the high percentage of students. Overall, the age group breakdown has remained steady since 2000.

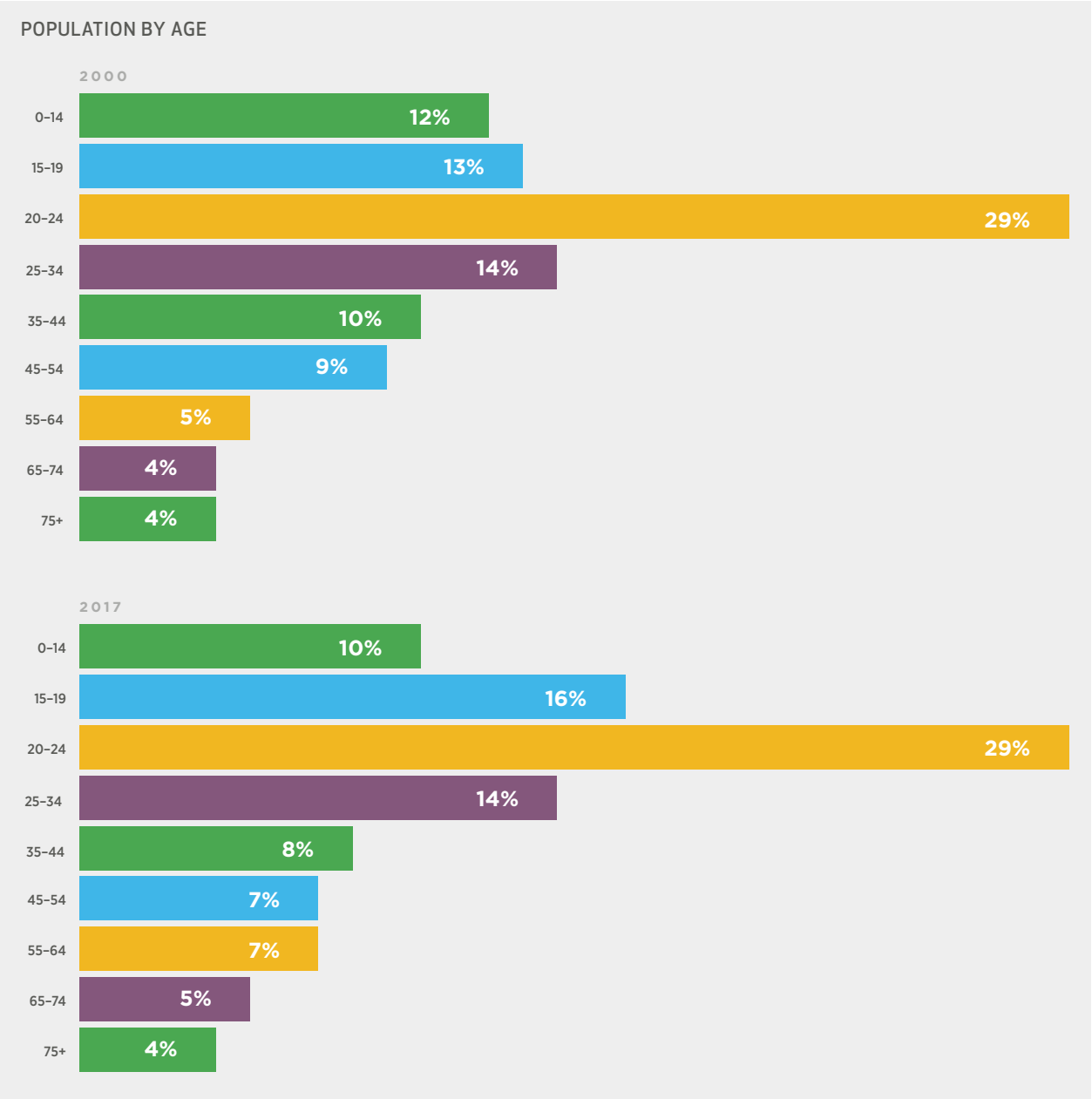
- The largest share of the population (29%), attributed to students at Iowa State University, is the 20-24 year old age group.
- A slight increase occurred in the share of the population well into their retirement years, reflecting Baby Boomers moving into their retirement years. This is offset by a decrease in the population between the ages of 35 and 64.

The distributions between males and females in Ames is about even; with 53% males and 47% females. This ratio is similar to the ISU student population.

Race and Ethnicity

Ames is becoming more diverse. Changes observed between the 2010 Census counts and 2017 estimates of population show:

- The white population in Ames dropped from almost 85% to just below 79%.
- The Asian population living in Ames rose from 9% to 14%.
- Populations share of American Indian, Black, and other races have remained steady.
- The Hispanic population has remained fairly stable, rising only 0.2% compared to the state change of 0.9%.



CONDITIONS AND TRENDS: DEMOGRAPHIC AND ECONOMIC

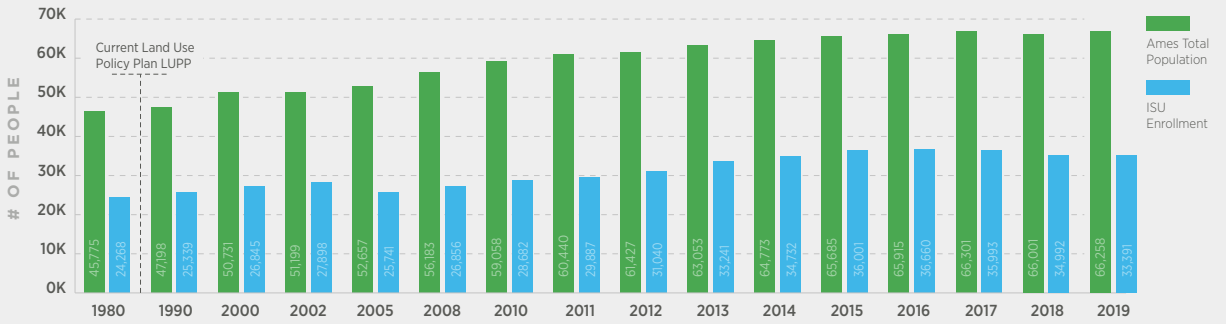
Student Population Trend

The student population at Iowa State University plays a significant role in the growth of Ames. Some characteristics of the University's student population include:

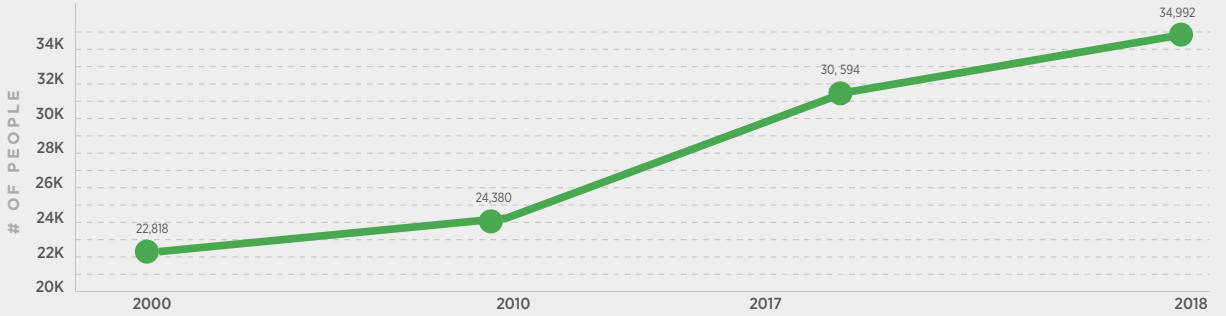
- The student population will generally not remain in the community to have additional children, but will replace itself on an annual basis.
- After nearly a decade of growth, indications are that enrollment will start to stabilize in the short-term. National and state demographics show that Millennials are moving out of their college years and the generation behind them is not as large.

POPULATION AND UNIVERSITY ENROLLMENT

Source: Iowa State University



ISU STUDENT POPULATION CHANGE 2000–2018



DIVERSITY OF ISU STUDENT POPULATION

Source: Iowa State University

CONDITIONS AND TRENDS: DEMOGRAPHIC AND ECONOMIC

Community School Districts

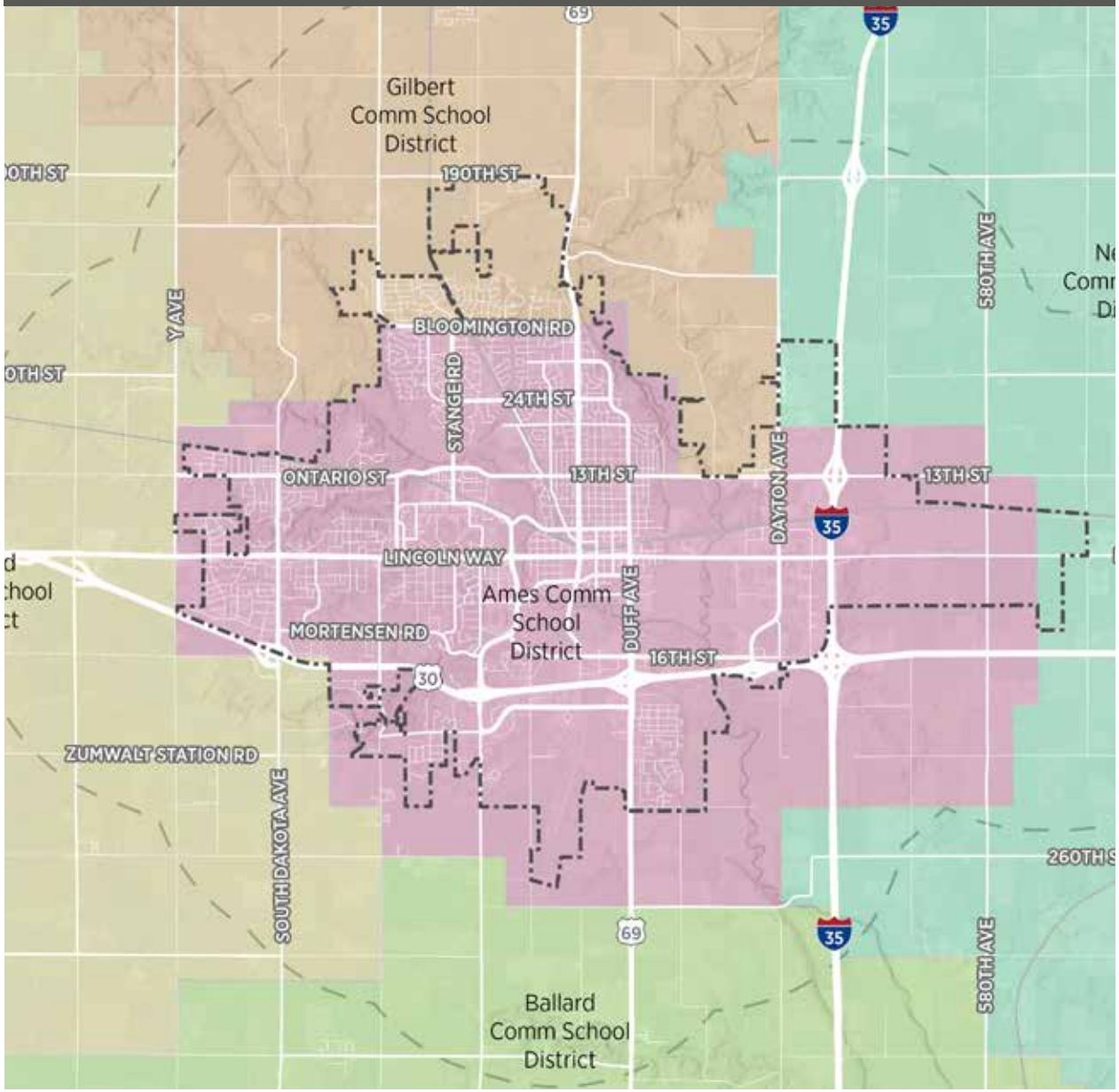
The City of Ames Planning area has five community school districts (CSD): including Ames CSD, Nevada CSD, Gilbert CSD, United CSD, and Ballard CSD. The City's scenario evaluations for Plan 2040 and the selected growth Tiers identify growth primarily affecting Ames, Gilbert, and United School Districts. Long-term growth could occur within Ballard and Nevada Districts as well.

» Ames Community School District had an up and down decade of enrollment with recent increases back to a certified enrollment of 4,352 students in 2020.

  ACSD operates six schools for PK-5th grade, one middle school, and one high school. ACSD recently completed renovations and construction of new schools in the last decade. The new high school will open in fall 2022.

» Gilbert Community School District's enrollment has had a steady increase from 1241 students in 2010 to over 1548 students in 2019. This growth was fueled by a large amount of new residential development within its boundaries. Gilbert operates four school buildings to meet its enrollment needs, all located within Gilbert.

COMMUNITY SCHOOL DISTRICTS



Source: City of Ames

CONDITIONS AND TRENDS: DEMOGRAPHIC AND ECONOMIC

Employment Review

Ames has a unique economy with the influence of Iowa State University and proximity to the Des Moines metropolitan region. Employment is experiencing about a 1% annual growth, but about 50% of the jobs are filled by people who reside outside the county. The unemployment rate has been on a downward trend since 2010 and was estimated at 3.1% in the 2017 American Community Survey. The Bureau of Labor and Statistics estimated the April 2019 county unemployment rate was 1.3%.

The number of establishments with 20-100 employees is growing, as are establishments with over 250 employees. The total number of jobs estimated in 2015 by U.S. Census Bureau Longitudinal Employer-Household Dynamics Program (LEHD) was 35,400. The ratio of jobs in the city to total housing units has remained stable as employment and housing inventory have grown (1.47 in 2007 to about 1.41 by 2015). Ames' job-housing balance is withinthe range of 1.3 to 1.7 jobs per housing unit, which is considered a balanced jobs and housing relationship.

Competitive Advantages:

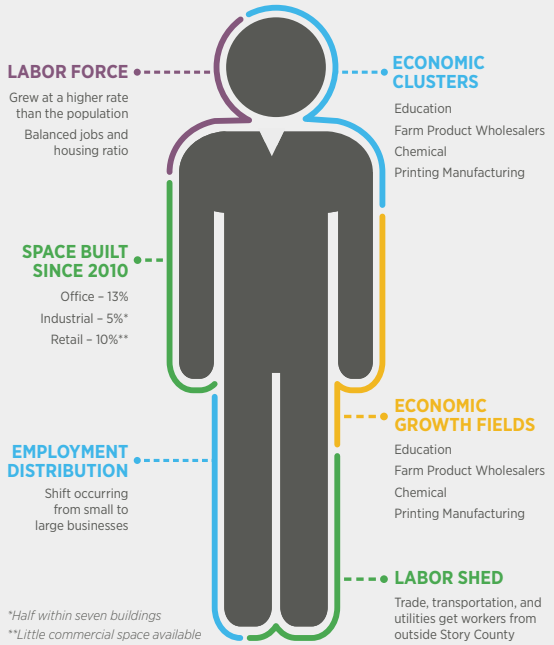
- Iowa State University
- Vacant non-residential land for development
- Lower costs of land and building space than Ankeny and Des Moines
- Retail and commerce hub
- Well-educated and skilled labor base

Constraints:

- Limited supply of shovel-ready sites
- Limited available housing stock
- Limited demand to support speculative building space

Employment Growth (2005-2017):

- Professional and business services gained 1,321 jobs
- Education and healthcare gained 1,138 jobs
- Finance, insurance, and real estate gained 1,020 jobs
- Manufacturing and wholesale trade gained 1,034 jobs
- Leisure and hospitality gained 892 jobs



Source: Bureau of Economic Analysis; Gruen Gruen + Associates

AVERAGE ANNUAL EMPLOYMENT GROWTH 2001-2017

METRO AREA	RATE
Ames, IA	0.88
Milwaukee-Waukesha-West Allis, WI	0.3
Pittsburgh, PA	0.4
St. Louis, MO-IL	0.5
Chicago-Naperville-Elgin, IL-IN-WI	0.7
Kansas City, MO-KS	0.9
Louisville/Jefferson County, KY-IN	0.9
Minneapolis-St. Paul-Bloomington, MN-WI	0.9
Omaha-Council Bluffs, NE-IA	1.0
Des Moines-West Des Moines, IA	1.6

Source: Bureau of Economic Analysis; Gruen Gruen + Associates

CONDITIONS AND TRENDS: DEMOGRAPHIC AND ECONOMIC

Population Projections

Establishing a population forecast for Ames is complicated by the student population—comprised of locals, newcomers, and international students— which impacts the ability to identify the permanent population, on which future population gains should be calculated. Important to note is that not all enrolled students at ISU live in Ames. Many students (approximately 10-20% between 2010-2019) commute into Ames for classes or participate virtually.

The methodology used to determine the permanent population was to exclude 90% of the student population. This recognizes the low retention rates for the majority of the student population while also recognizing that Ames likely retains a small share of the full-time students with local connections or attending as non-traditional students. Based on this methodology, it is estimated the city's permanent population is approximately 37,340.

Three annual growth rates were developed to project the final population based on historical trends and future market understanding from stakeholder discussions, ISU plans, and regional demand. A rate of 1.5% is carried forward to project land use needs. This annual growth rate is just above the historical growth in Ames between 1990 and 2010.

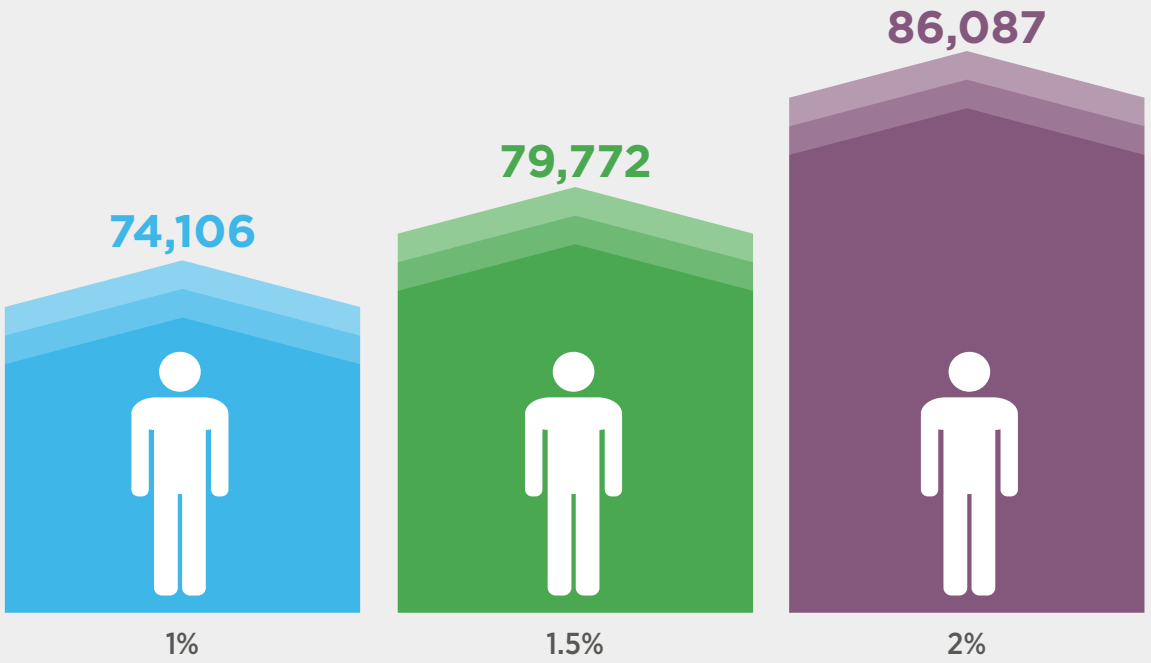
Building off the base population of 37,340 and the assumption that the city has the potential to capture more growth, including students, at a rate of 1.5% annually, Ames should reach a total population of 79,772 by 2040.

PROJECTED POPULATION, 2017-2040

	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 2017 Student population						
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

2040 PROJECTED POPULATIONS BY GROWTH RATE



CONDITIONS AND TRENDS: DEMOGRAPHIC AND ECONOMIC

Construction Activity

Construction activity has been growing significantly since 2011. While multifamily construction has grown steadily, single-family development has remained constant and relatively low for a city the size of Ames. There was a relatively short period of stagnation after the 2008 recession; however, Ames' housing market quickly recovered. These trends are not uncommon in university communities in recent years.

As seen in the Subdivision Growth map on the following page, residential growth in recent years has been primarily to the northwest and west, with some subdivisions established in the last 18 years in the southwest.

New construction is pushing in all directions but is limited in the east by the South Skunk River and industrial areas before reaching I-35. Southern growth has also been limited due to land holdings of the University.

Older homes are concentrated at the core, primarily to the northeast of the University; however, another pocket of older homes is located to the south and west of the University.

4,639
units built 2007-2018

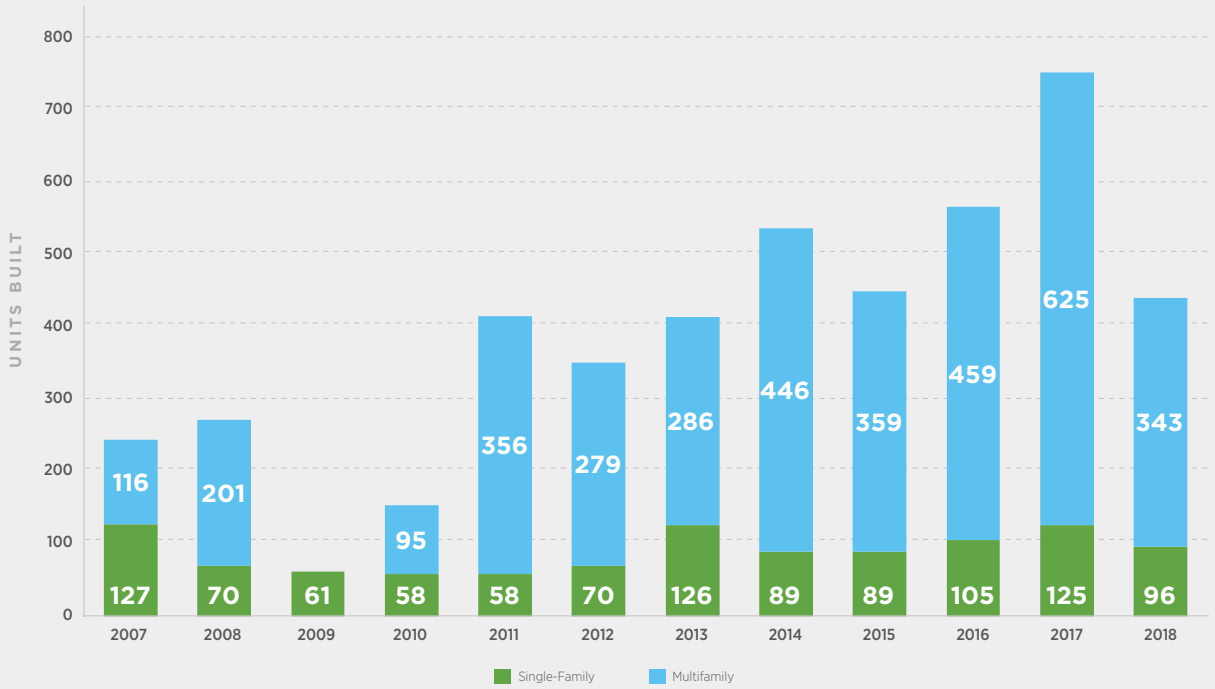
387
average annual construction

76.8%
share of new multifamily units

2.3
people per household

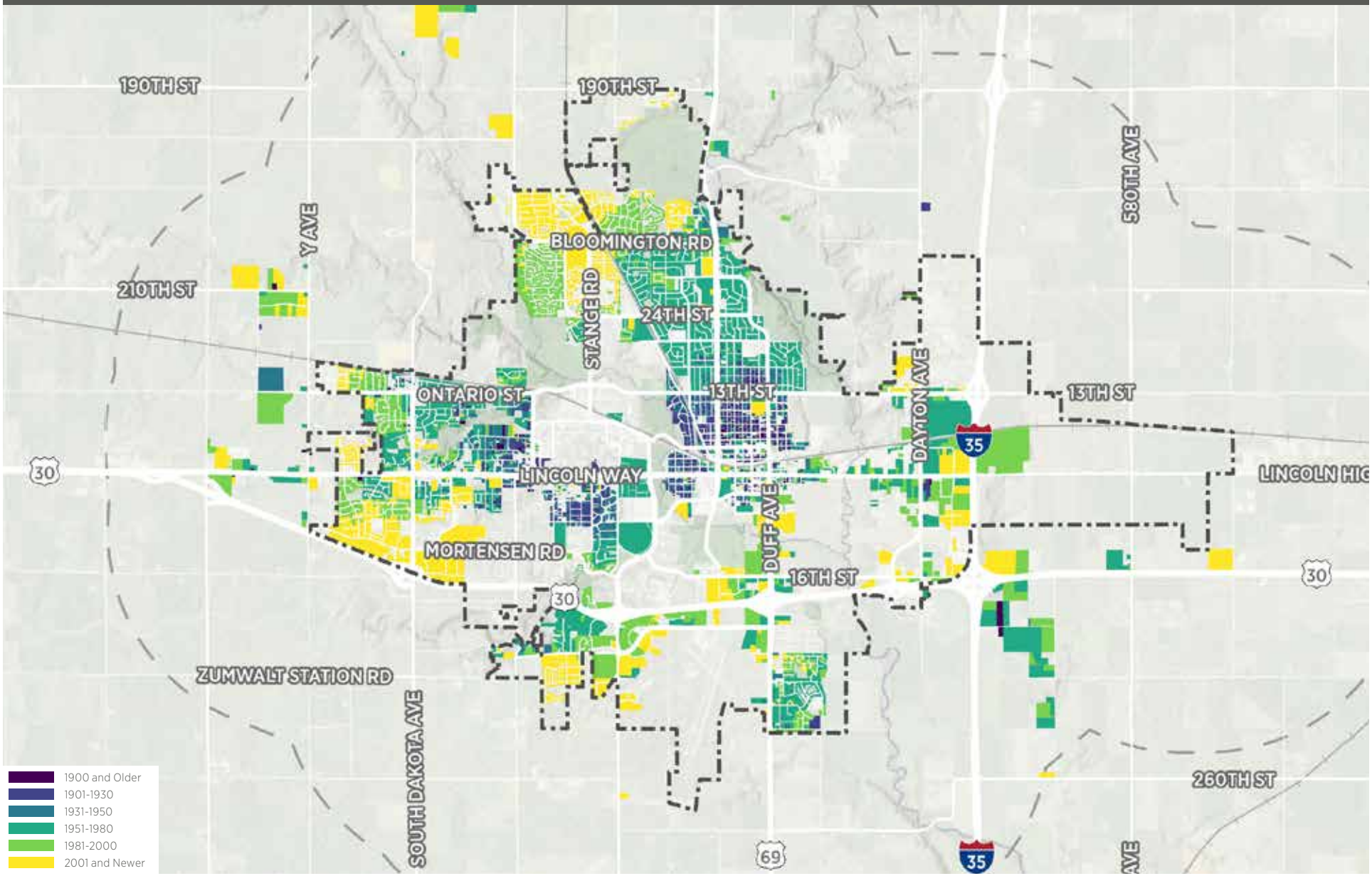
RESIDENTIAL CONSTRUCTION ACTIVITY

Source: City of Ames



CONDITIONS AND TRENDS: DEMOGRAPHIC AND ECONOMIC

SUBDIVISION GROWTH, 1900-2018



CONDITIONS AND TRENDS: PHYSICAL

This section introduces the existing physical trends in Ames, including land use trends, infrastructure, public facilities and projected land needs based on 20-year population growth.

Land Use

Land use is the central element of a comprehensive plan because it establishes the overall physical configuration of the city—the mix and location of uses and the nature of community systems that support them. The land use plan is a statement of policy public and private decision makers depend on it to guide individual actions such as land purchases, project design, and review and approval processes.

Residential

- In Ames, 41% of developed land is residential. In most communities, residential land makes up the largest share of developed land; however, the acreage devoted to Iowa State University tips the balance towards civic.
- Of the residential land in the city, approximately 80% is dedicated to single-family use only, 16% multifamily, and 4% in 2-4 unit buildings which may include single-family conversions.

Commercial

- Several commercial/office clusters are dispersed throughout Ames; however, only about half are within walking distance of a residential neighborhood.
- Downtown is home to many commercial uses including restaurants, bars, shops and offices. Due to the destination quality of this district, the number and diversity of uses, and the constant state of change, the district is defined by its location rather than classified by its individual land uses.

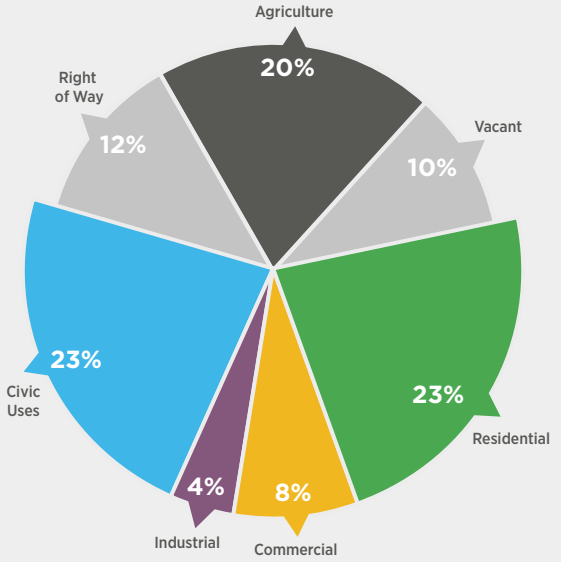
Industrial

- The majority of industrial land is located along Interstate 35 to maximize mobility and access to a larger labor force.
- The intensity and impact of industrial uses can vary greatly, but these are essential to a healthy and vibrant community.
- The ISU Research Park is a unique economic opportunity within the City and for the state overall.

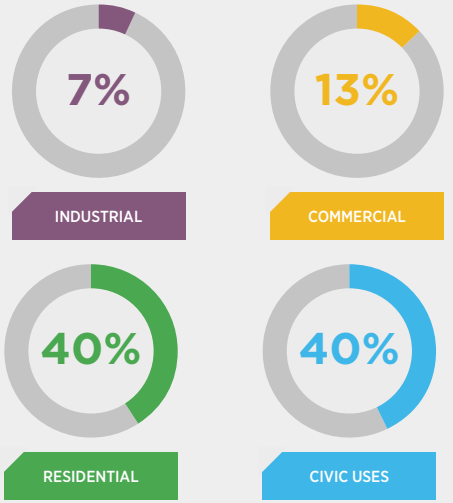
Civic

- Civic uses include government facilities, university grounds, airport, public and quasi-public parks, schools, and religious facilities such as churches and cemeteries. In Ames, civic uses comprise 43% of all developed land, not unusual for a city with a major university.
- Parks account for the greatest share of civic uses (18%), with ISU following at 11%.

CURRENT LAND USE BREAKDOWN

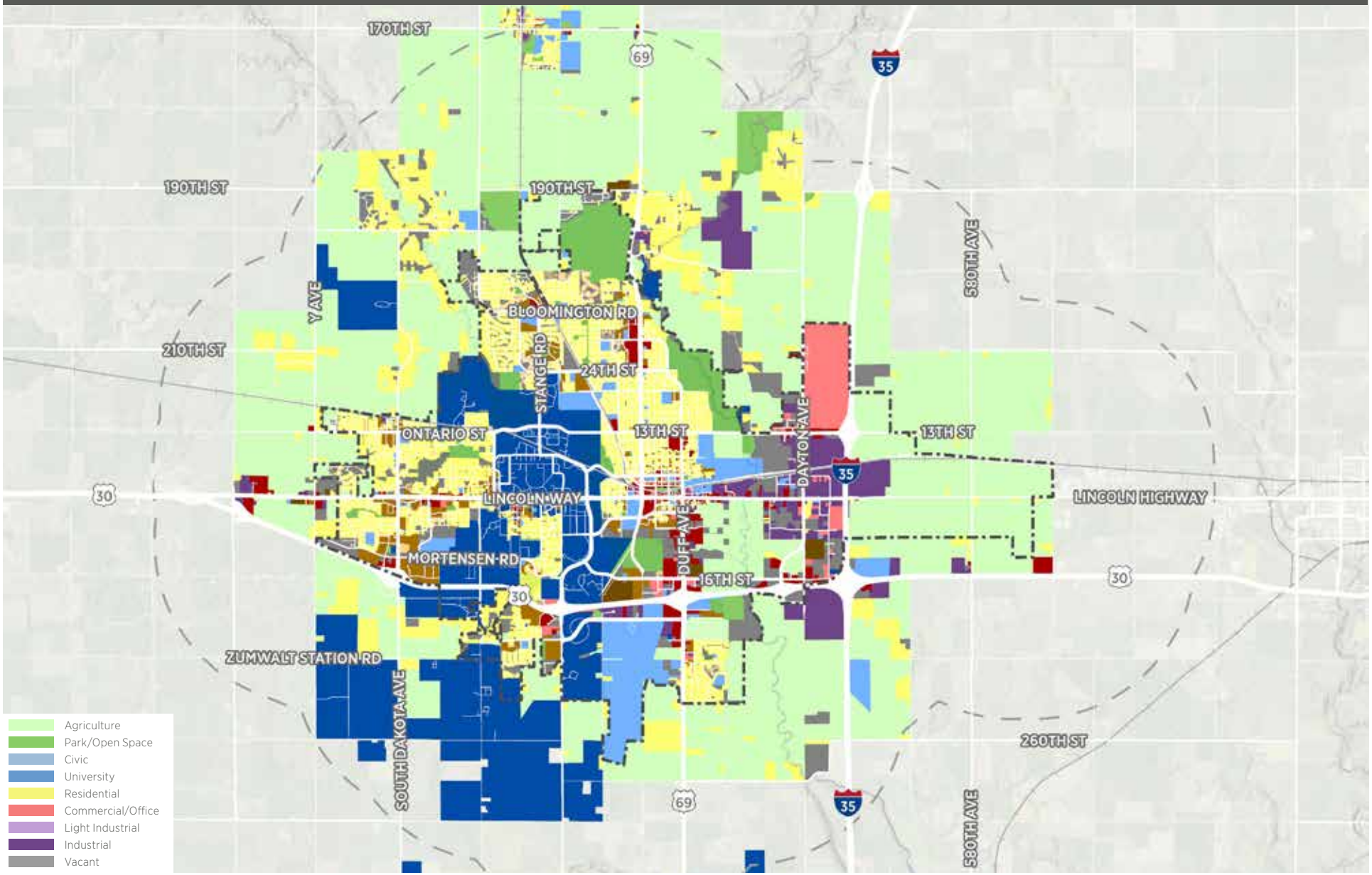


DEVELOPED LAND USE BREAKDOWN



CONDITIONS AND TRENDS: PHYSICAL

EXISTING LAND USE, 2019



CONDITIONS AND TRENDS: PHYSICAL

Projected Land Needs

Communities can grow in a number of different ways, ranging from sprawling suburban styles to compact, walkable urban areas. For Ames, projections for future development were created to estimate the necessary acreage for residential, commercial, and industrial land by 2040. These scenarios provide a range of development options geared towards a more efficient pattern of growth accommodating the projected 1.5% annual growth rate, resulting in almost 15,000 new residents by 2040. More information on scenario analysis and tiers are included in the Land Use Element.

To project the commercial and industrial land needs, the population proportion method was used which applies a ratio of the projected population to the current acreage devoted to each use. As a result, both scenarios will require an estimated 156 acres of industrial land. A range of land use efficiency factors were applied to the commercial land projections because a higher density scenario will have more efficient patterns of residential development leading to more efficient commercial development (mixed use, walkable) than the medium or a low-density scenario. The graphic to the right illustrates the land needs and how they were estimated for the two scenarios.

Medium-Intensity Scenario

In the medium-density scenario, the share of low-density residential is reduced from current rates of 80% to 45%, leaving room to increase medium and high-density shares.

Overall this would require a total of 1,257 acres of residential land. The following are housing types for each density level:

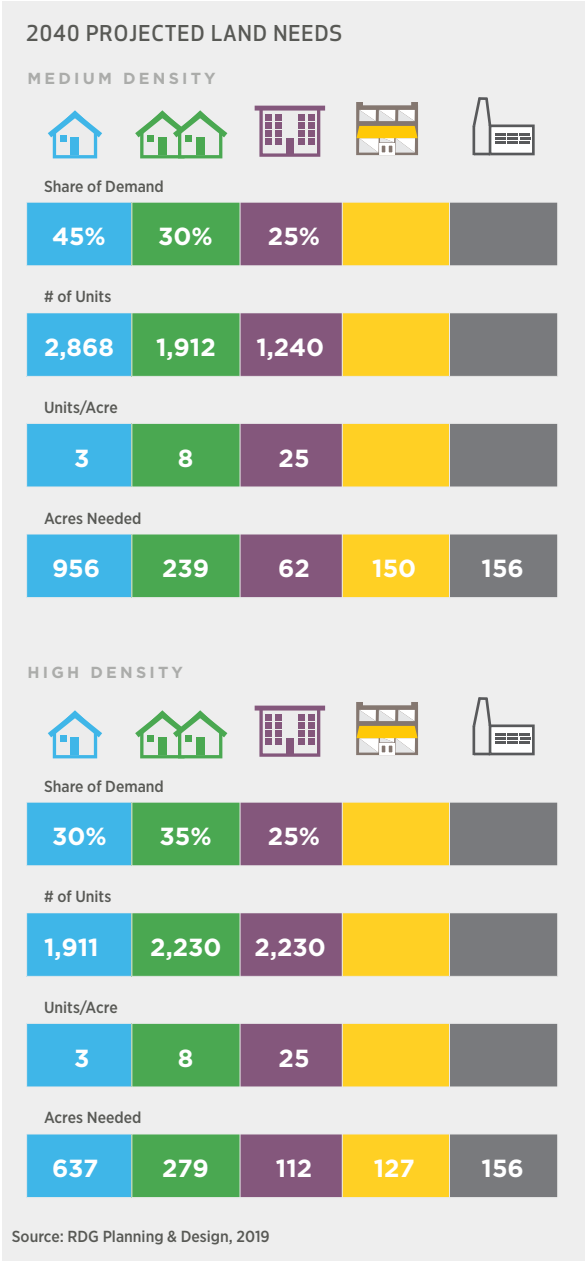
- Low-Density: conventional single-family detached
- Medium-Density: small lot single-family detached, single-family attached and townhomes
- High-Density: small multifamily and multifamily typically in the 3-4 story range
- Total commercial land needed in the medium-density scenario is approximately 150 acres, which assumes some commercial and retail developments in mixed use structures and districts, with some traditional standalone commercial areas, as well.

High-Intensity Scenario

A much larger share of residential use is allocated towards medium and high-density levels in this scenario than is currently the case.

Accommodates a growing population with less residential land needed (1,028 total acres), reducing the cost to the city for infrastructure upgrades and service extensions. The following are housing types for each density level:

- Low-Density: conventional single-family detached (low-density), small-lot single-family detached, single-family attached and townhomes.
- Medium-Density: small multifamily.
- High-Density: 4-story or taller multifamily.
- Total commercial land needed in the high-density scenario is only 127 acres because more commercial and retail developments will be in mixed use structures and districts, than standalone commercial areas.



Source: RDG Planning & Design, 2019

CONDITIONS AND TRENDS: PHYSICAL

Infrastructure Review

Infrastructure is just as essential to urban life as municipal and public safety facilities. The expanse of infrastructure provided by the City of Ames and partnered organizations is wide, however with the growth of the city in terms of both population and new development, these systems are in need of maintenance and expansion.

The City maintains operation and capital plans for continued monitoring of needs as the community grows and changes. The Ames Plan 2040 provides a common set of growth expectations for the City to plan around and respond to needs. Services considered in this section include:

- Municipal Facilities
- Public Safety
- Water
- Sanitary Sewer
- Storm Sewer

In addition to the services listed above, there are four separate electric providers including Ames Electric, natural gas by Alliant Energy, and multiple broadband companies serving the community that are not addressed in the chapter.

Municipal Facilities

The City of Ames is a full-service community providing a wide range of municipal services directly and jointly with other entities. Some of the more notable City facilities include:

- **City Hall.** Located Downtown in the original Ames High School building, built in 1938. The building was renovated in 1990 to become City Hall and house most administrative staff.
- **Community Center.** Recreational space attached to City Hall, including the City Auditorium.
- **City Library.** Newly constructed facility opened in 2014.
- **Parks and Recreation Facilities.** In addition to administrative and maintenance facilities, the City has an Ice Arena operated jointly with ISU and its own municipal golf course with a new clubhouse and meeting space built in 2020.
- **Ames Resource Recovery Plant.** The Resource Recovery Plant was built in 1975 as the first municipally owned and operated waste-to-energy facility in the nation. The plant sorts waste for the entire county and provides refuse derived fuel for the Ames power plant.
- **Municipal Airport.** Municipally owned airport for private and charter aviation needs located in south Ames. The facility is operated under contract with a third party operator. The Terminal building was recently constructed and opened in 2017.
- **Fleet and Maintenance.** In east Ames the City maintains fleet services and storage of Public Works equipment.

Public Safety

The Ames Fire Department consists of full-time professional fire fighters and administrative support positions. Ames Fire provides for a number of services to the community, including EMS (Emergency Medical Service), fire suppression, inspections, rescue, and hazardous materials response. Ames Fire responds to all calls within the City, including contracted service with ISU, and has mutual aid agreements with surrounding fire departments. In total, the response area is approximately 25.35 miles. The City has three fire stations located at:

- 1300 Burnett Avenue (Station 1/HQ)
- 132 Welch Avenue (Station 2)
- 2400 S. Duff Avenue (Station 3)

The A mes Police Department serves the entire community's public safety needs, with the exception of ISU properties. ISU operates its ow n police force serving the needs of people located on campus. The City and ISU have joint jurisdiction and mutual aid agreement for seamless police protection within the City.

The Police Department is a combination of sworn officers and other personnel. The Department provides for dispatch, regular patrol, community resource officers, parking enforcement, and investigations. The City of Ames police station is located Downtown within City Hall.

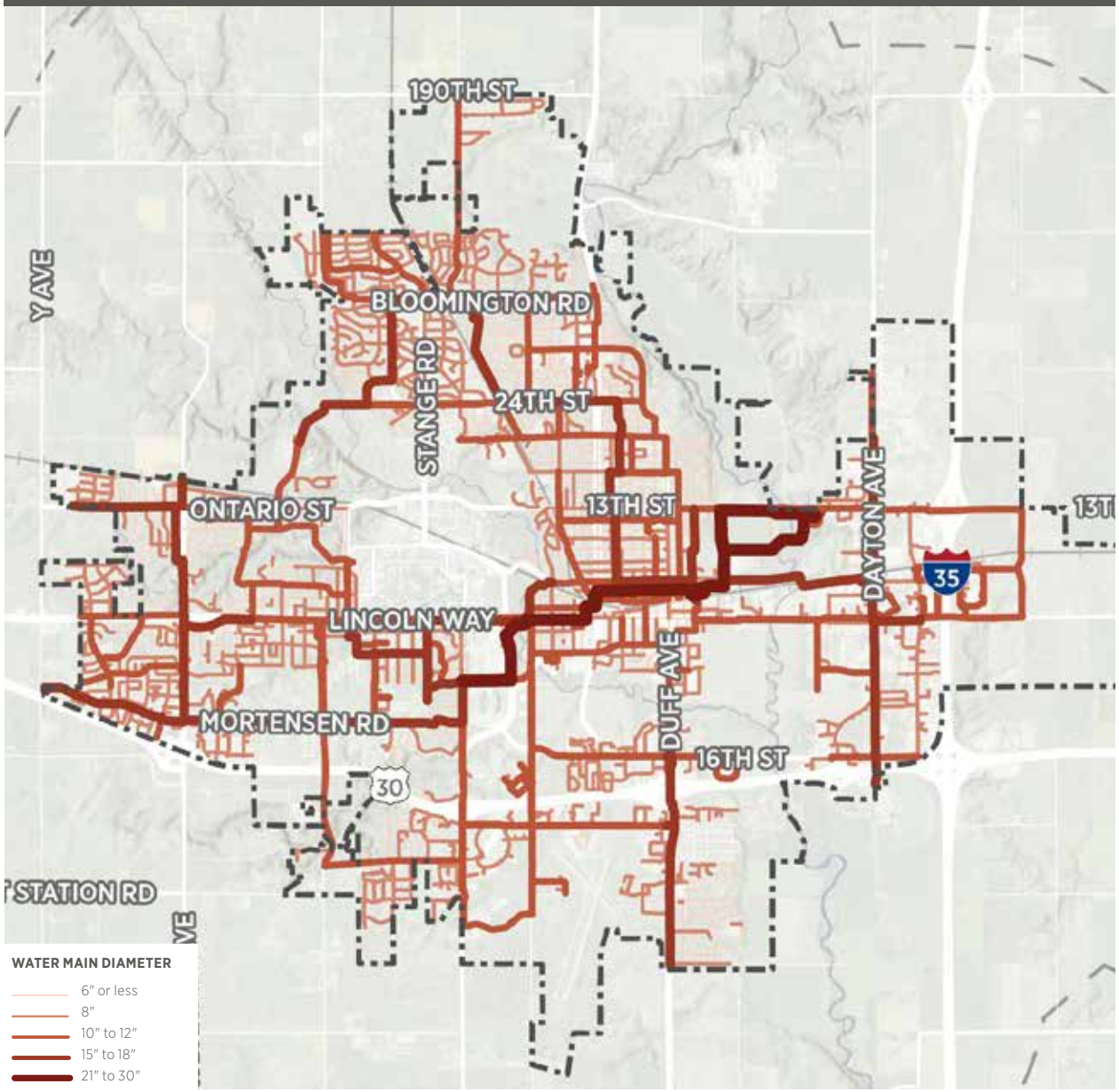
CONDITIONS AND TRENDS: PHYSICAL

Water Infrastructure

The City of Ames water supply is provided by ground water wells located primarily in the east part of the City. The Ames Water Treatment facility opened in 2017 and was designed for 15.0 Million Gallons per Day (MGD) of finished water capacity to serve residential and commercial needs. The current average daily operation is 5.7 MGD with a maximum day of 9.5 MGD.

The distribution system consists of approximately 260 miles of water main and three water towers. The City operates the distribution system with two pressure zones.

WATER INFRASTRUCTURE



Source: City of Ames

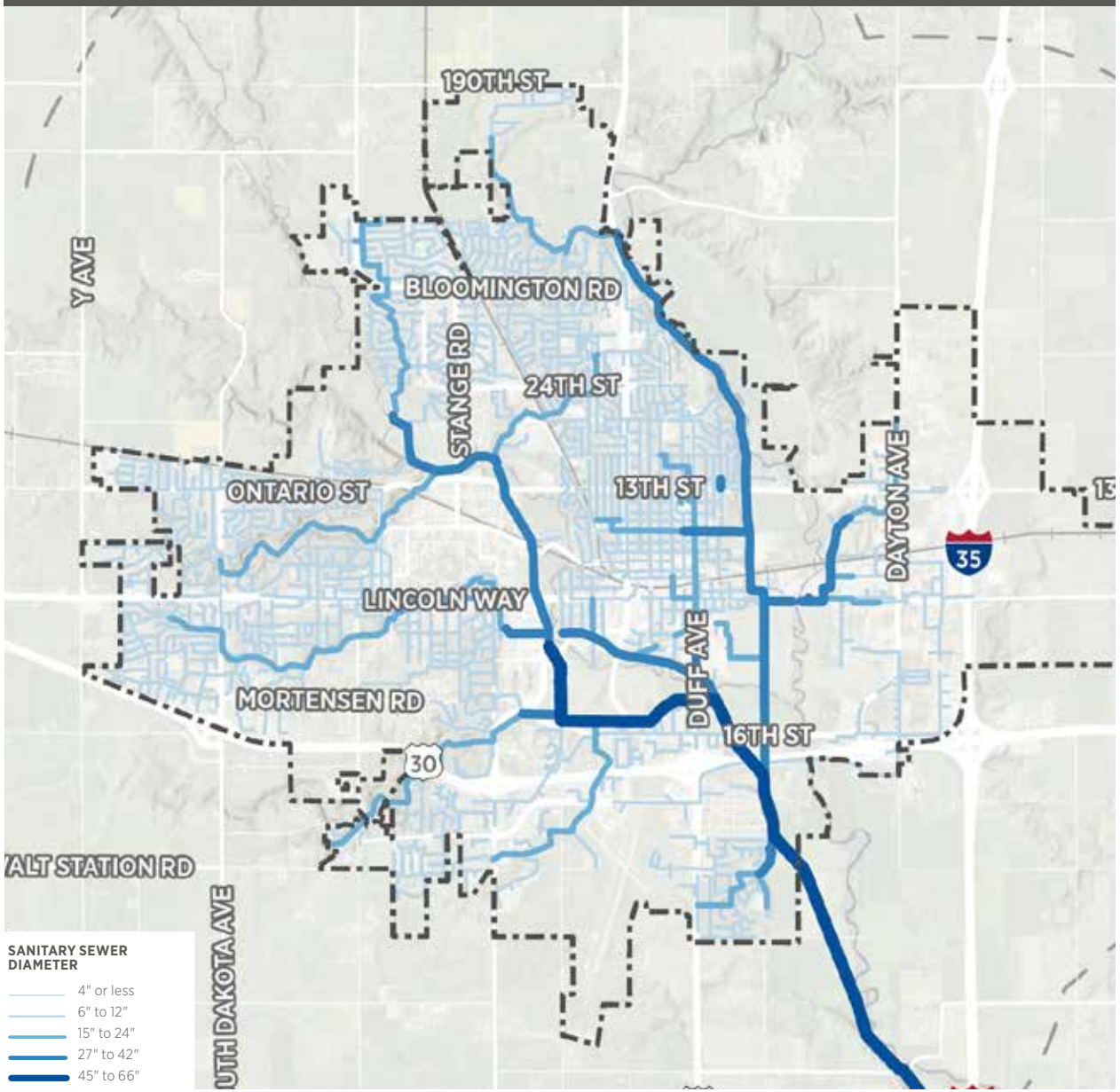
CONDITIONS AND TRENDS: PHYSICAL

Sanitary Sewer Infrastructure

The current water pollution control facility has been in operation since 1989. The plant treats 12.6 million to 15.7 million gallons per day. Hydraulic modeling in 2012 identified the maximum hydraulic capacity to be 26.4 million gallons per day with four raw wastewater pumps operating in conjunction with all downstream unit processes in service. However, normal Ames WPCF operation diverts peak flows approaching 20.4 million gallons per day to flow equalization basins with a volume of 4.4 million gallons during elevated Skunk River elevations and/or localized precipitation events.

The projections shown in the WPCF Nutrient Reduction Feasibility Study demonstrate the facility will be able to meet maximum month flow through 2040.

SANITARY SEWER INFRASTRUCTURE



Source: City of Ames

CONDITIONS AND TRENDS: PHYSICAL

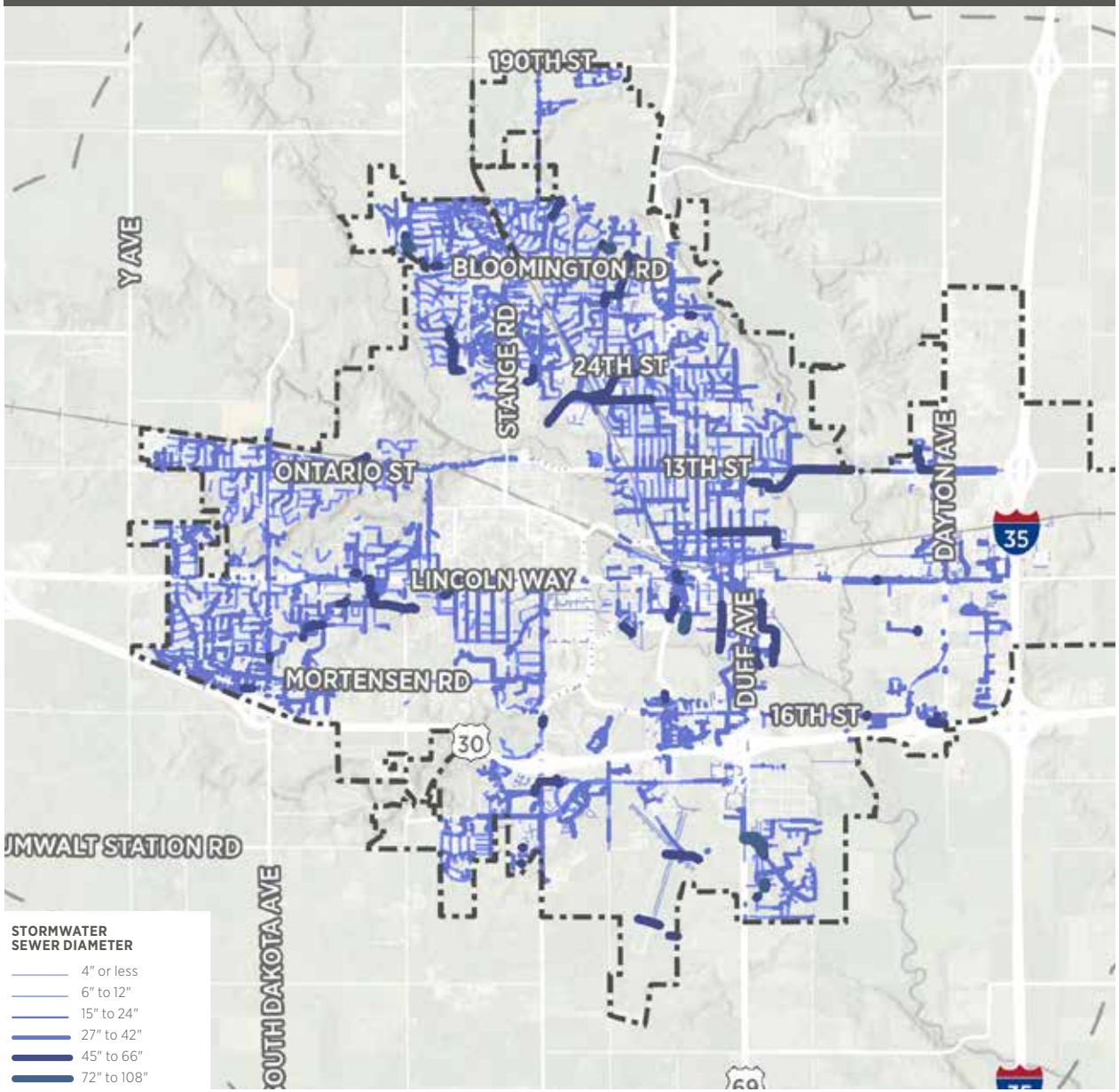
Storm Sewer Infrastructure

Storm sewers are critical to managing runoff after rain events or snow melt. Most of the community is serviced by storm sewer infrastructure, which empties into local waterways. Storm sewers are designed to convey runoff from typical smaller storm events and do not convey water at the same rate for larger storm events. Recently the City has taken on projects for adding rain gardens, support for private on-site retention, public storm water detention facilities, and upgrades to existing storm sewer lines.

Ames has a regulated stormwater program with a stormwater permit from the Iowa Department of Natural Resources to discharge stormwater to the water of the State. Through this permit, the City of Ames works to reduce the impact the community has on waterways in the area through a number of programs.

The City has mandatory storm water treatment requirements for new development and employs other best management practices in existing neighborhoods and throughout the watersheds to improve water quality. The City also invests in measures that minimize infiltration of storm water runoff into the sanitary sewer system, to prevent it from being conveyed to the treatment plant unnecessarily.

STORM SEWER INFRASTRUCTURE



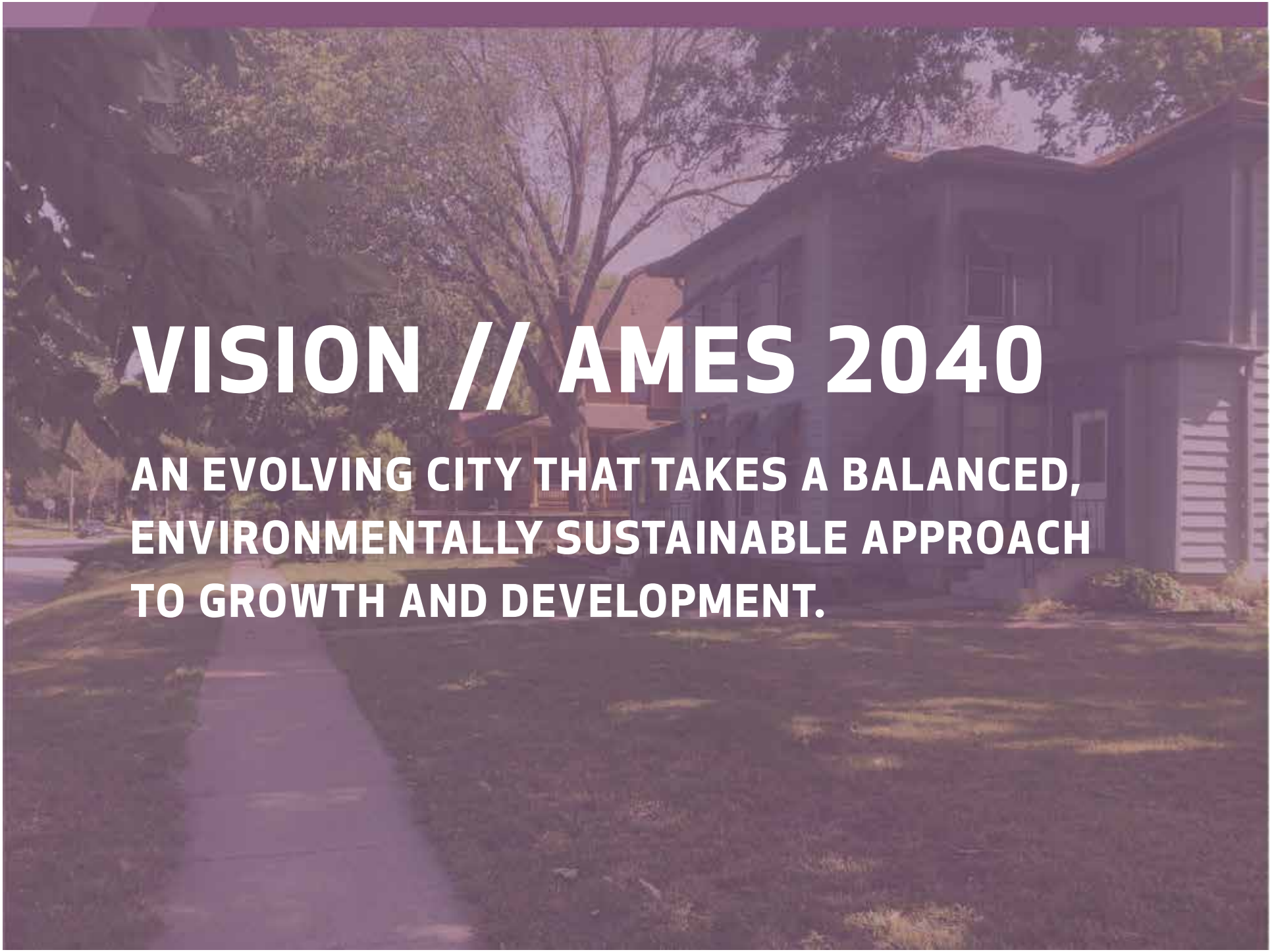
Source: City of Ames

AMES PLAN 2040

JULY >> 2021

PLAN ELEMENTS

GROWTH & LAND USE



VISION // AMES 2040

AN EVOLVING CITY THAT TAKES A BALANCED, ENVIRONMENTALLY SUSTAINABLE APPROACH TO GROWTH AND DEVELOPMENT.

GROWTH & LAND USE

Introduction

The Growth & Land Use section of Ames Plan 2040 establishes and elaborates on the City's development vision. While city development is a complex interplay of different systems – transportation, market demands, sewer lines, water mains, utilities, drainageways, topography, and environment – what is built on or above the ground generally defines how we view and experience our neighborhoods and city. The use of land and the types of structures that are built on it are the chief concerns of this chapter.

Chapter One projects the number of people who will call Ames home by the year 2040. This analysis, based on both past trends and potential future growth rates, suggests the city's population could increase by 15,000 people during the next twenty years. The overall challenge then is how to accommodate the City's present and future growth in ways that create the most efficient, connected, rewarding, delightful, and equitable community possible for current and future residents. This chapter takes up that challenge by providing a framework for the city development decisions that will help Ames meet that challenge during the next two decades.

The evolution of cities is a long process. This Plan must also look beyond the twenty-year planning "horizon." Ames will not stop growing and evolving in 2040. The actions and decisions made today will affect the character and efficiency of the city well beyond that year. Decisions made over a century ago provide the neighborhoods, parks, greenways, and institutions that continue to make Ames a great city for its residents. And, to be fair, some of those decisions also created obstacles or problems that we continue to live with and work around.

Two Policy Dimensions

Ames will accommodate a projected population of 80,000 by 2040. The homes, businesses, industries, parks, and institutions that support this future community will locate in both new areas that are currently undeveloped (typically referred to as "greenfields") and the currently built-up city as redevelopment and infill.

A process that defines where these new development areas are determines the physical extent of Ames and in some ways its future form.

Its principles and its policies are guided by such factors as efficiency, quality, access, and market considerations and is described in the following discussion under the category of **GROWTH**.

The majority of the 2040 population (approximately 85%) will live, shop, work, and play within the City's presently developed areas. Most will live in existing neighborhoods; some will live in areas that redevelop with different buildings and land uses, or on "infill" sites that make use of unused or underused land within the existing boundary. A key to the ability of the existing city to serve its people is identifying and preserving its character and assets while also addressing new interests. Policies that define and preserve desired patterns of land use and urban character in both the existing built-up community and projected new development are grouped together under the category of **LAND USE.**

GROWTH: GUIDING PRINCIPLES

Guiding Principles of Growth

G1: Sustainable Growth. The vision is for new growth to be both economically and environmentally sustainable. This encompasses housing densities that minimize the footprint of growth and reduce service cost per unit; maximum use of existing infrastructure; new investments that have citywide benefits; and preservation of environmental assets.

G2: Contiguous Greenfield Development. Ames will accommodate much of its projected population growth in areas contiguous to the existing built-up city. During the Plan 2040 process, the City identified alternative contiguous Tier 1 and Tier 2 areas as most readily able to serve the projected growth in population and employment. Providing multiple opportunity areas creates choices that support a variety of needs of a growing community.

G3: Infill that Enhances Urban Fabric. Ames will take advantage of existing infill sites within the existing urbanized area to increase both the efficiency and quality of its urban environment. Infill development may change the types and intensities of land use and introduce new building forms. Larger areas planned for change are described as redirection or redevelopment areas. As such, it requires an assessment of community needs and character of the surrounding area to guide planning and policy decisions on specific changes.

G4: Quality Urban Experience. The City endeavors to provide urban and suburban experiences that suit a variety of interests. All new development areas will be supportive of a healthy and safe urban environment to be enjoyed by all residents. New growth will include a planned diverse mix of housing and include or provide good access to trails, public parks and open space, services, and commercial development. Quality of design, including building architecture and relationships to its surrounding, along with improvements to the public realm, are key components of an urban experience and a attractiveness of suburban locations.

G5: Review and Approval Process. The ongoing land use planning process defines priorities and policies, while development review affirms consistency with specific standards that implement these policies. Decisions will be made through a transparent, collaborative process that includes stakeholders, and moves toward solutions that are compatible with long-term community goals. This process should be viewed by all parties as fair and reliable.

G6: Planning for Equity. Ames will continue to grow in diversity of its people and jobs during the next twenty years. Equity with growth requires consideration of the needs of a diverse population. This includes adding affordable housing, multiple housing types, and market-based price points, supporting economic growth, expanding transportation choice, providing accessible institutions and services, and maintaining a variety of amenities.

GROWTH: POLICY FRAMEWORK

SUSTAINABLE GROWTH

Ames new growth will be both economically and environmentally sustainable.

G1-1. Establish a minimum gross residential density target of 6.0 units/acre for each new development area. Within districts, mix residential development types to produce this minimum target.

G1-2. Establish a minimum net residential density in new single-family subdivisions or development projects of 3.75 units/acre. Medium and higher density developments shall incorporate 10 units per net acre or greater. Through master planning, establish corridors and centers that encourage higher densities. Encourage integration over separation of different housing types within a development.

G1-3. Maximize use of existing infrastructure, focusing on incremental extensions to reduce added cost of services per unit of development. Use the Capital Improvement Plan to identify and implement upgrades of existing infrastructure needed to support growth and infill.

G1-4. Incorporate transportation system planning and service levels into project design and development decisions. Include connections to adjacent existing and planned development and provide for alternative transportation modes. See also Mobility

G1-5. Encourage mixed uses, identify locations for focused growth, and provide efficient transportation routes to key community destinations. Minimize community-wide vehicle miles traveled with planned locations for services and jobs related to housing.

G1-6. Avoid project development in environmentally sensitive areas when feasible, Incorporate appropriate buffers, mitigation, and conservation design techniques when required to maintain environmental assets.

G1-7. Incorporate growth-related measures identified by the Ames Climate Action Plan into this Plan. See also Environment Chapter.

G1-8. Support existing commercial areas and incorporate employment and economic development initiatives and sites into growth area planning.

- Use economic development and recruitment strategies for non-resource intensive uses and for development that expands or supplements economic choices in the City. See also Environmental Chapter.
- Future retail and commercial uses will be impacted by changing trends for online ordering and delivery of foods, and many businesses will operate in a hybrid manner of in-store and online. As more information is known about these trends, review zoning standards and practices to address distinctions between primarily in-store retail needs and location for delivery based commercial. This may include review of parking standards, loading areas, pedestrian oriented design requirements, and commercial use definitions. See also Growth & Land Use Chapter.
- Continue efforts for the Downtown and Lincoln Way Corridor to expand in person shopping, nightlife, and other types of experiences as an amenity and economic development tool.
- Recognize Campustown as a small business opportunity area for local and home grown businesses that support student life around ISU, but also as an important commercial center that can benefit the broader community that sustains small businesses.
- Plan for needs related to small businesses, start ups, and creative entrepreneurial activities. This can include reuse of existing buildings, blocks, or even creating whole districts for mixed use maker space, innovation districts, and artisan crafts and goods.

CONTIGUOUS GREENFIELD DEVELOPMENT

Ames will accommodate much of its projected population growth in areas contiguous to the existing built-up city.

G2-1. Provide a choice in the residential market and reduce the distance to major employment and activity centers by distributing growth in multiple directions.

G2-2. Within designated growth areas, place development priority in the following sequence:

- Areas in all directions contiguous to existing development that can be served by existing infrastructure or by relatively low-cost extensions.
- Areas within the urban services area that require significant infrastructure extensions or new facilities that will facilitate service to a broad area or number of different properties.

G2-3. Use the Capital Improvement Plan in conjunction with specific Development Agreements to identify, and implement needed upgrades and extensions of infrastructure to support new growth and infill.

G2-4. Use Future Land Use Map to define areas for growth and change and desired development options to meet housing and economic development goals. See also Land Use Map.

G2-5. Include higher-density nodes for commercial and housing that are easily accessible within each growth area and have adequate density to support public transportation service.

G2-6. Continue to meet or exceed national standards for flood plain development protection requirements. See also Environment Chapter.

GROWTH: POLICY FRAMEWORK

INFILL THAT ENHANCES URBAN FABRIC

Ames will take advantage of infill sites within the existing urbanized area to increase both the efficiency and quality of its urban environment.

G3-1. Identify infill properties and areas within the existing built-up area, focusing on sites that are 1) vacant and buildable; 2) underutilized or sporadically developed; 3) occupied by unnecessary parking, storage yards, or other paved areas; and 4) blighting influences in neighborhoods.

G3-2. Coordinate infill development with the capacity of existing infrastructure.

G3-3. Make smooth transitions in scale and intensity of use from pre-existing context to higher intensity development. Support high-density redevelopment only in planned or targeted land use redirection areas. Use prevailing density as the guide for redevelopment, but allow for building variations to meet infill objectives.

G3-4. Establish design standards and guidelines for individual infill sites that are compatible with the **scale** of surrounding neighborhoods or other urban design factors. In specific areas, planned increases in intensity of use will determine increased height and an urban form, but still include architectural design quality.

G3-5. Include within infill projects missing transportation and trail links necessary to complete system continuity.

QUALITY URBAN EXPERIENCE

New development areas will support a healthy and safe urban environment to be enjoyed by all residents.

G4-1. Within new development areas, provide public spaces that promote positive interaction (e.g. parks, gardens, trails) and private amenity spaces that support social engagement and interaction (e.g. commercial plazas, outdoor space, clubhouses, walking trails).

G4-2. Incorporate activity centers like neighborhood commercial development or include placemaking features to add character and interest to new development.

G4-3. Include features such as sidewalks, short street crossings, and connected street/trail design that promote accessibility to people of all ages. Avoid placement of routine elements that create barriers for people with reduced mobility.

G4-4. Provide clear local connections to the community trail and path system. Encourage clear paths and wayfinding techniques that direct people to destinations such as schools, activity nodes, and trail access points. Use trails as part of an active transportation system. See also Parks Chapter.

G4-5. Consider innovative street designs such as woonerfs that slow vehicular traffic and create opportunities for shared outdoor space.

G4-6. Recognize Complete Streets typology templates in street design and streetscape features that are also context sensitive to the surrounding land use.

Scale. Infill development often introduces new and sometimes bigger buildings and different architectural styles into an existing area. Good infill design minimizes the conflicts that these changes can sometimes create with adjacent properties. For example, a three-story building can step down when its adjacent to a one- or two- story building, or lower buildings would be located along the adjacent edge. Densities or footprint of buildings might also "step down" at these boundary conditions. The actual context helps determine the best way to minimize conflicts at these transitions.

GROWTH: POLICY FRAMEWORK

REVIEW AND APPROVAL PROCESS

Land use decisions will be made through a transparent, collaborative process.

G5-1. Work with local interests and other stakeholders to develop sub-area or specific plans that focus on development details for districts and neighborhoods.

G5-2. Apply guidelines and processes in advance that increase the level of predictability to all parties in the development process.

G5-3. Encourage and expedite collaborative contacts and relationships in sensitive contexts between project developers and neighbors and other stakeholders.

G5-4. Continue Ames' tradition of inviting community participation at Planning & Zoning Commission and City Council meetings. Use technology to open access and participation in the development decision process.

G5-5. Require sufficient detail in master planned development and subdivisions to provide prospective property owners with full information about the future use of undeveloped or latter phase sites and future public improvements.

PLANNING FOR EQUITY

Future development will ensure the just and fair inclusion of all residents to participate in the planning process and the benefits of life in Ames.

G6-1. Use the land use map and housing policies to support low income and diverse housing choices. Consider options for integration of housing choices within new developments, such as inclusionary housing standards and incentives in zoning that encourage builders and developers to develop a range of housing types, occupancy forms, and price points.

G6-2. Continue to seek diverse membership on appointed boards that address planning, land use, development, parks, and neighborhood preservation issues, This includes factors related to demographics, income levels, business members, and residential representations from across the City.

G6-3. Continue to assess needs and serve all parts of the City with quality public services, parks, and civic facilities.

G6-4. Work with CyRide and other transportation providers to provide access to emerging employment centers.

GROWTH: DIRECTIONS

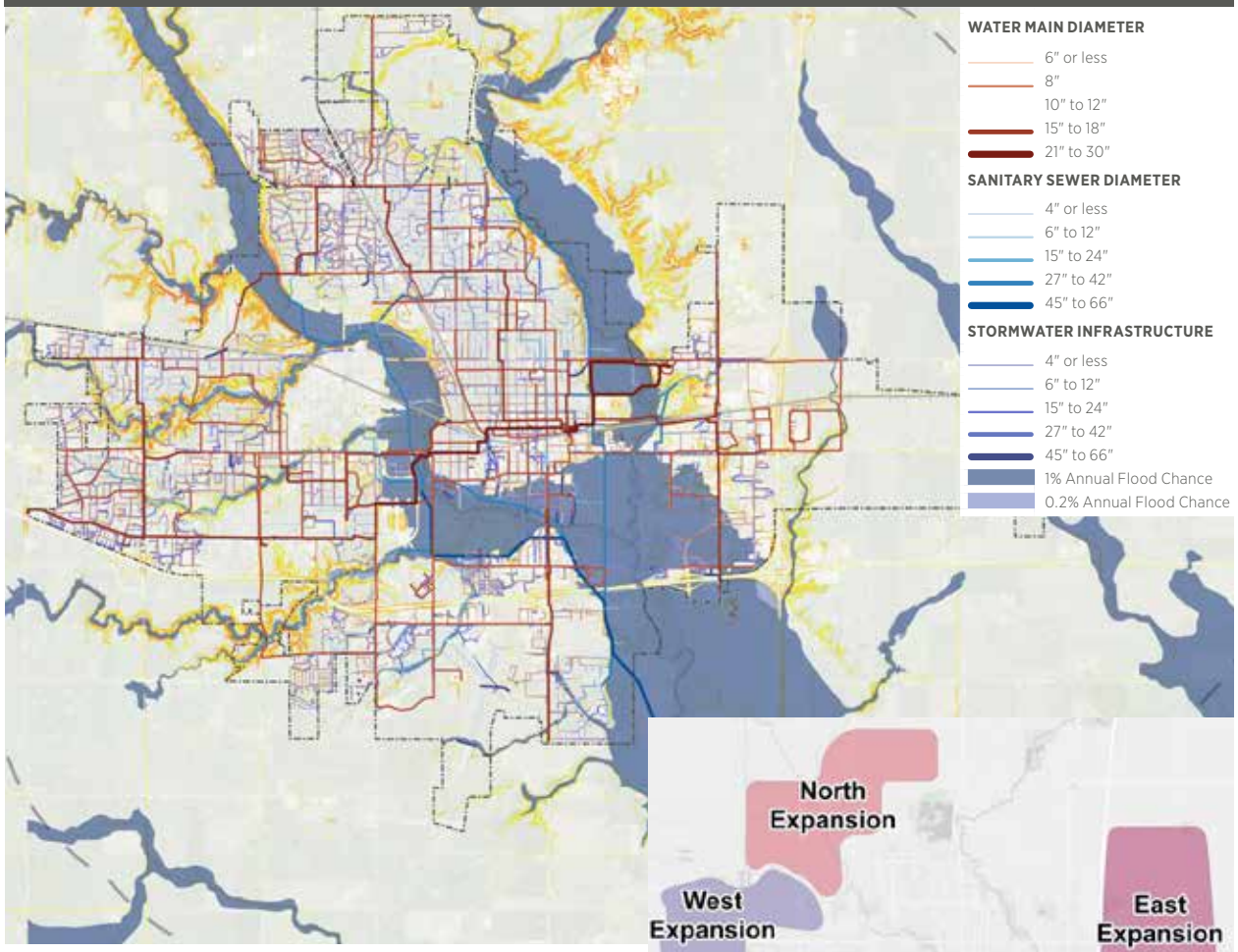
Growth and future public investment policy should provide adequate choice of locations for future development while remaining consistent with the Guiding Principles set forth in this chapter. Processes used to identify and evaluate potential growth areas, and provide a sequence for efficient growth guide this plan and provides a template for considering future growth priority areas outside of current projections.

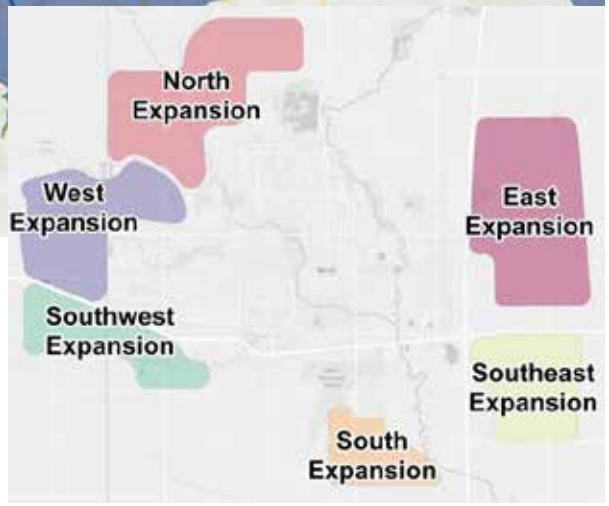
Identify Growth Areas. For the planning period to 2040 begins with an initial review of the Ames urban services area (the area capable of being served by gravity flow into the Ames wastewater treatment facility). This review was based on past planning efforts, community input, environmental features, existing land use patterns, future growth prospects, infrastructure capacity, and market trends. It identified five potential growth regions which, while different, share characteristics that include:

- Location within Ames urban services area.
- Adequate area to accommodate all or a significant part of Ames' projected population growth to 2040.
- Reasonable proximity to the edge of Ames' current urban development and potential connection to existing infrastructure.
- Ability to accommodate a mix of residential densities and land uses.
- Potential access and linkage to the city's park and trail network.

In addition, properties owned by Iowa State University were not included as areas for potential urban expansion. While the previous Land Use Policy Plan considered urban development of some ISU lands, these sites are specifically excluded in this analysis.

EXISTING INFRASTRUCTURE AND PUBLIC SERVICES





ABOVE: Composite distribution of major infrastructure. Proximity to major infrastructure reduces the cost of extension and is a significant criterion for evaluating different potential growth areas.

RIGHT: Six candidate areas emerged from the preliminary review, using the criteria described here. Five were evaluated in more detail. A sixth, the Southeast Expansion area, was considered too far away from Ames' established development directions to warrant detailed evaluation for this planning period, but would have merit in the future with development to the south.

GROWTH: DIRECTIONS

Evaluation

The evaluation of growth options available to Ames and consistent with the Growth Principles involve two steps:

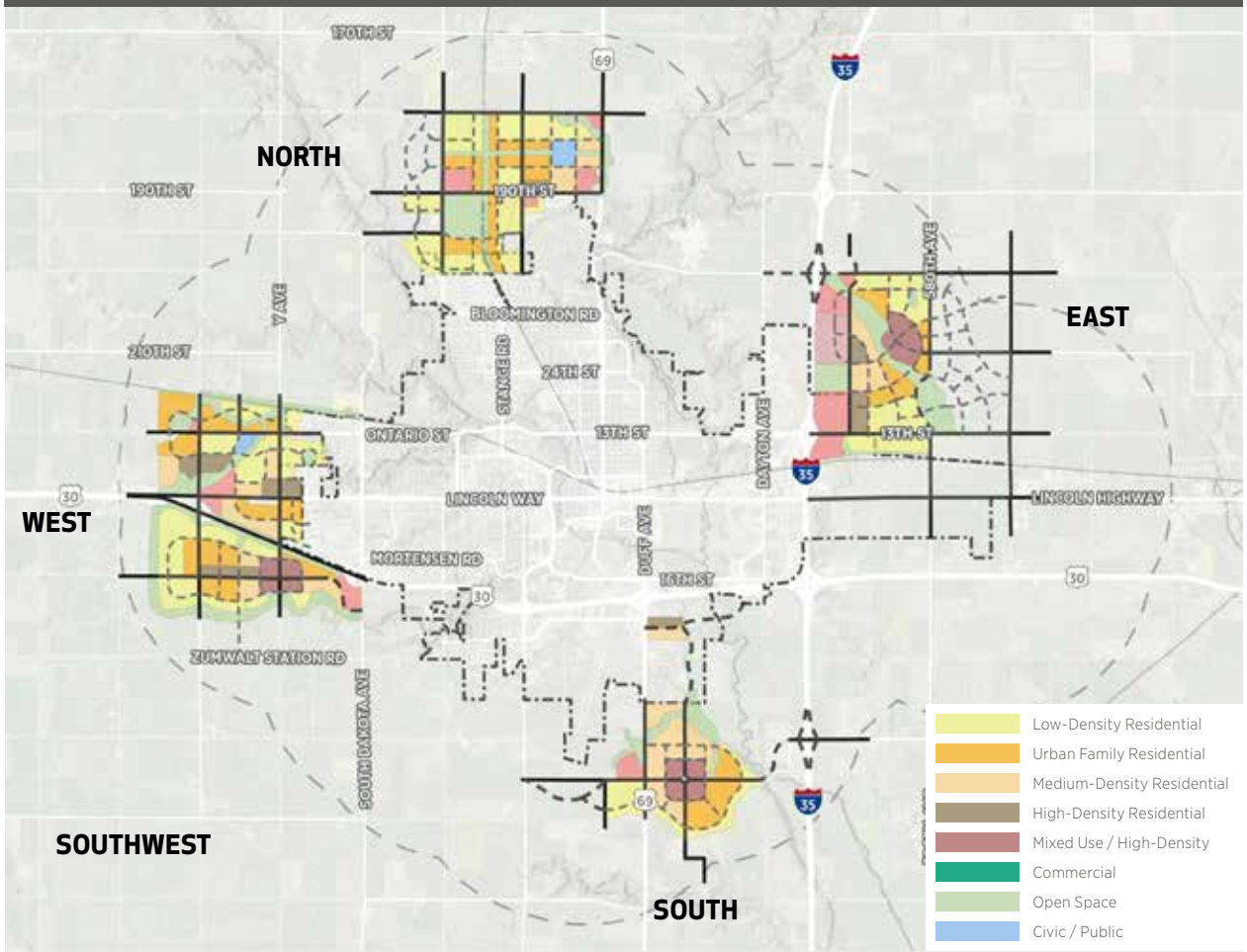
» **Conceptual Diagrams for Each Potential Growth Area.** These diagrams illustrate a possible future for each area, guided by the Growth Policy Framework presented previously. Depending on overall density of development, four of the five growth areas are capable of accommodating the City's full 2040 growth projection.

» **Infrastructure and Cost Analysis.** Provides planning level consideration of relative costs of building facilities necessary to serve each development area. These areas are further divided in development "tiers," subareas that can be developed in sequence based on cost and feasibility of development. Tiers can then be assembled in different combinations to create the city's overall preferred growth program.

Conceptual Diagrams

A fundamental principle of this plan is mixing land use intensities and housing density within potential growth areas. This principle was used to develop conceptual diagrams, displaying potential development areas by intensity categories discussed on the following pages. These diagrams show a possible geographic distribution of land use intensities and transportation frameworks for each potential growth area. While not detailed land plans, they help test the population capacity, mix of land use intensities, location of possible commercial centers and public facilities, relationships of park and environmental resources, and transportation connections that support development. They also suggest how each area could lend itself to a distinct design character.

GROWTH REGION DIAGRAMS: COMPOSITE



Source: City of Ames; RDG Planning & Design

Density. A measure of intensity usually related to residential uses and measured by housing units or people per unit of spatial unit, typically acre or square mile. Residential zoning is typically tied to density categories that in theory control traffic, scale, and compatibility. Two other terms describe measurement of densities:

» **Gross Density.** The number of residential units per acre including all public spaces in the area of measurement. Policy context most appropriate for new, large development areas.

» **Net Density.** The number of residential units per acre not including public spaces in the area of measurement. Policy context most appropriate for infill areas.

GROWTH: UNDERSTANDING INTENSITY AND DENSITY

Low-Density Residential. Typically single-family detached housing in subdivisions, but could also include a limited amount of attached housing. For purposes of evaluation, gross density in this category averages 3.5 dwelling units per acre (du/A) and net density about 5 du/A.

Urban Family Residential. Typically single-family detached housing on small lots, single-family attached or duplex structures, and small townhouse groups. For purposes of evaluation, gross density in this category averages 6 du/A and net density about 9 du/A.

Medium-Density Residential. Typically higher-density single-family attached or duplex development, 3- and 4-plexes, townhomes, and smaller multifamily buildings and projects. For purposes of evaluation, gross density in this category averages 10 du/A and net density about 14 to 16 du/A.

High-Density Residential. Typically multifamily buildings and projects with a mix of apartments and other higher-density housing forms. For purposes of evaluation, net density in this category is about 20 du/A.

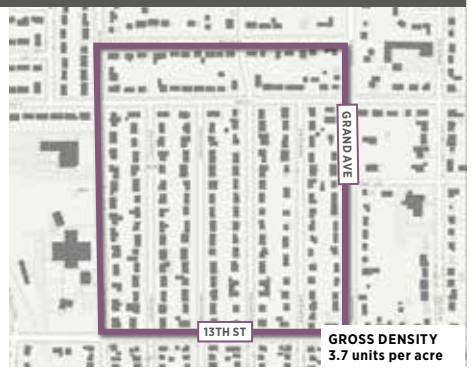
Mixed Use / High-Density. Core districts that combine high-density housing with non-residential uses such as retail, services, and offices. These are often located in multi-story buildings, with commercial uses at street level and residential and office uses above. For evaluation, gross residential density in this category averages 12-16 du/A and net densities of about 20 du/A.

Commercial. This designation applies to areas where commercial is the dominant if not only use for an area. They are shown to ensure relatively equitable access to neighborhood and community commercial services from each growth area.

Open Space. Applies to potential parks and greenways, floodplains or other environmentally sensitive areas, and major existing open spaces.

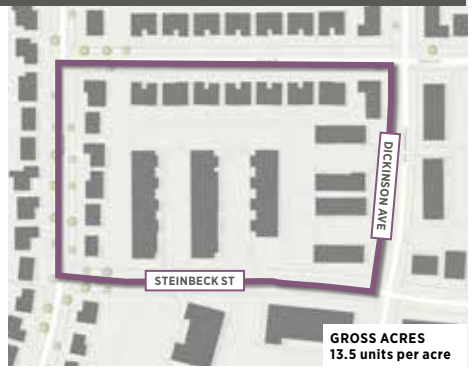
Civic / Public. This can include all types of public facilities but in the context of these tests, usually reserves space for an elementary school.

LOW-DENSITY RESIDENTIAL EXAMPLE



URBAN FAMILY AND MEDIUM-DENSITY RESIDENTIAL EXAMPLE

HIGH-DENSITY RESIDENTIAL EXAMPLE



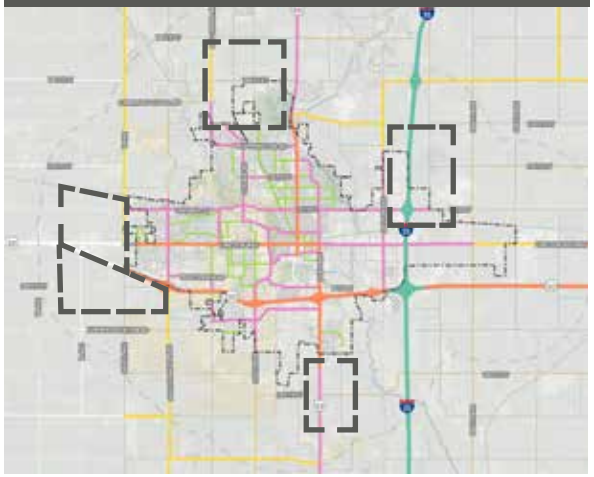
GROWTH: INFRASTRUCTURE AND COST ANALYSIS

After defining potential growth areas and developing concept diagrams to test their capacity and potential character, the next step is evaluating the relative feasibility and cost of providing critical public services and infrastructure (transportation, water, and sanitary and storm sewers) to each area. In addition to the actual cost of infrastructure extensions, growth in specific areas can also affect the existing developed city by creating a need for "downstream" upgrades and investments. Projections to evaluate feasibility were based on several assumptions:

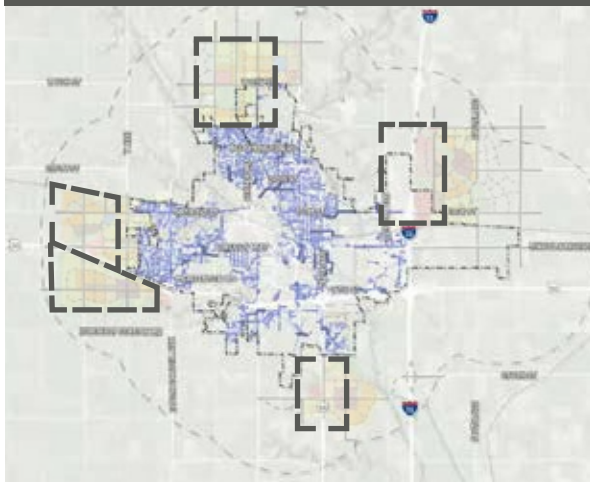
- Costs are based on improvements that accommodate residential population growth. Costs related to industrial growth are excluded because they will apply equally to all residential options.
- Transportation costs use the 2040 transportation model used for the current Long Range Transportation Plan, modified by adding required projects for each potential growth area.
- Water and Sewer requirements are based on current conditions, with growth for each individual growth area added as part of the evaluation.
- Fire response modeling assumes the need to relocate Station 2 to the west regardless of growth direction, A uniform response time standard is applied for 85% of citywide calls.
- Projected costs were estimated in 2019 dollars.

EXISTING SANITARY SEWER

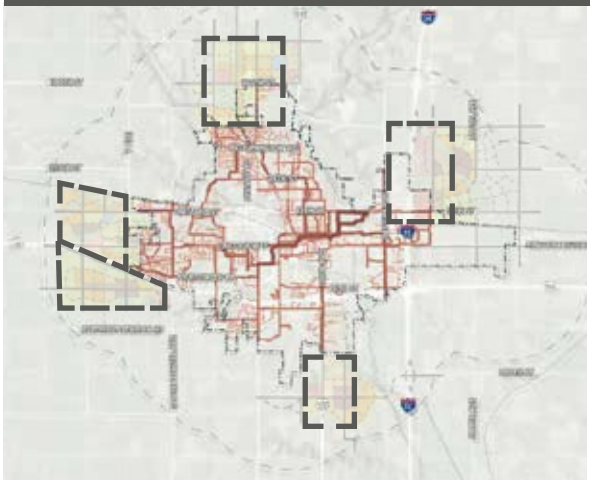
EXISTING MAJOR STREET NETWORK



EXISTING STORM SEWER



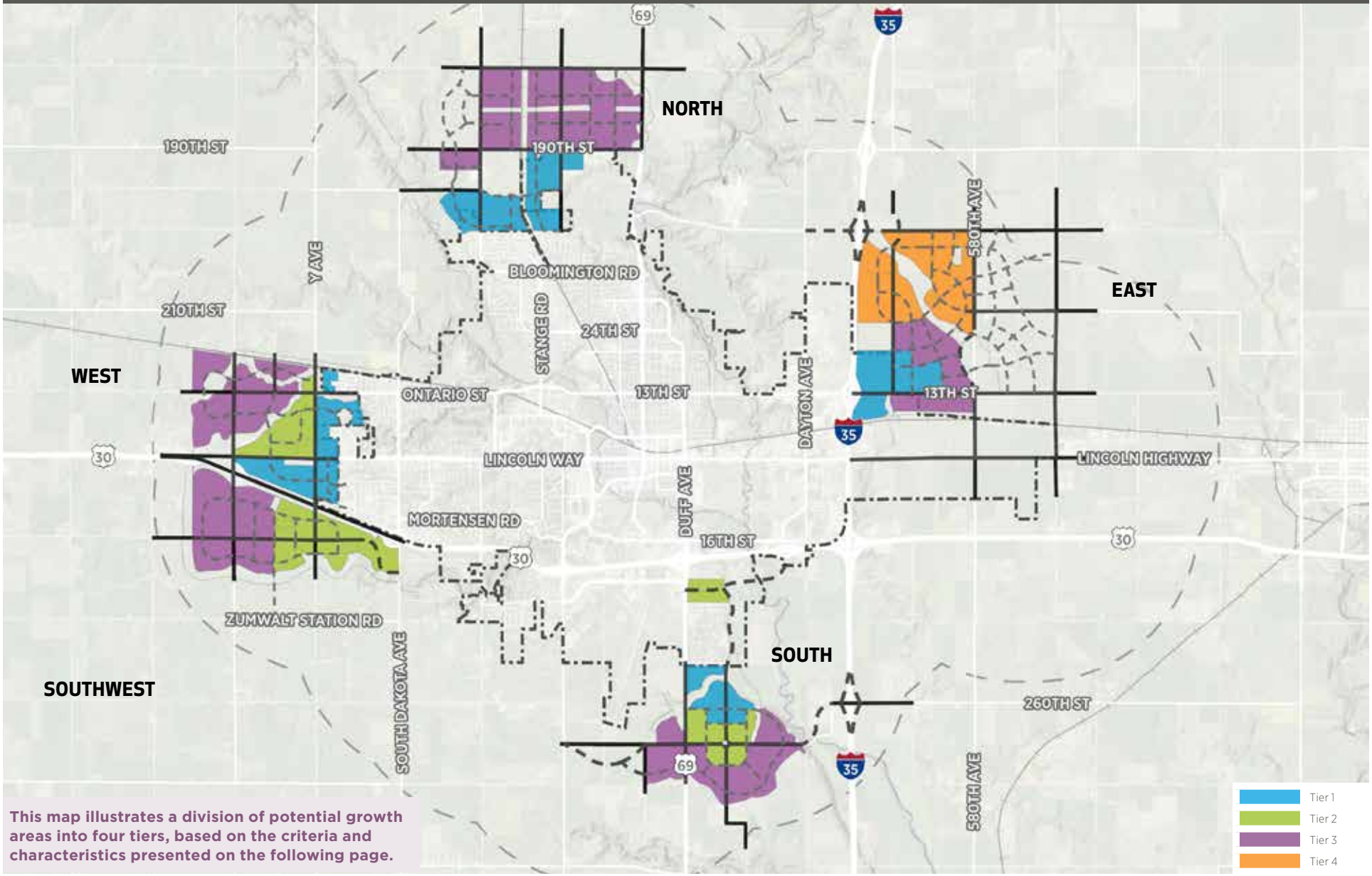
EXISTING WATER DISTRIBUTION



Source: City of Ames; RDG Planning & Design

GROWTH: DEVELOPMENT TIERS

GROWTH REGIONS DIVIDED INTO DEVELOPMENT TIERS: COMPOSITE



Source: City of Ames; RDG Planning & Design

This map illustrates a division of potential growth areas into four tiers, based on the criteria and characteristics presented on the following page.

GROWTH: DEVELOPMENT TIERS

Four of five growth areas are large enough in themselves to absorb most of the City's growth. However, different parts of those areas are easier to serve with infrastructure than others. Also, consistent with the growth policies presented earlier, growth should not take place in one direction only. The concept of tiers, identified by capacity of existing infrastructure and ease of extensions, provides a finer-grained analysis that helps assemble an efficient and effective growth plan. This leads to a land use plan that makes maximum use of existing infrastructure and transportation facilities with strategic incremental investments and extensions.

TIER 1

- Infrastructure is immediately available or achievable with short, incremental extensions.
- Street and trail connections are immediately available.
- Market precedents are clearly established and demonstrated.
- Job centers and commercial support are immediately accessible.

TIER 2

- Infrastructure is available with extensions of existing lines under ½ mile.
- Existing street network or spine trails are accessible, but require moresubstantial extensions than Tier 1.
- Job centers and commercial support are reasonably accessible, but not directly adjacent.
- Market support is demonstrable but requires people to build in relatively untested areas.
- Tier 2 areas can develop in the short-term if adjacent to the developed City.

TIER 3

- Within the urban service area (serviceable by existing wastewater treatment plant), but requires significant pioneer infrastructure.
- New street corridors are necessary to provide adequate service.
- Regional arterial and interstate routes are available, but require a major facility investment, such as a new interchange.
- Currently relatively remote and not contiguous to existing urban development.
- Requires significant reach into a new geographic market
- Consistency with long-term urban development goals
- New community and commercial service centers are required
- Land in Tier 3 could shift to Tier 2 if infrastructure improvements are initiated.

TIER 4

- Ultimately, very long-term development but outside of current urban services area
- Requires major redirection of local land use or ownership patterns.
- New community and commercial service centers are required
- Land in Tier 4 will typically be developed after the 2040 planning horizon of this plan. This land should be maintained in an Urban Reserve status for future urban development. This designation would prevent premature subdivision into large rural lots with septic systems or other individual wastewater treatment.

ESTIMATED POPULATION CAPACITY GROUPED BY DEVELOPMENT TIER

	HOUSING UNITS	POPULATION
TIER 1	9,316	23,136
TIER 2	7,610	16,665
TIER 3	15,960	41,664
TIER 4	3,908	9,029
TOTAL	36,794	90,494

GROWTH: EVALUATION AND GROWTH AREA SELECTION

Growth Scenario Evaluation

The five growth regions combined have a population capacity far greater than Ames' actual development demand to 2040. This section presents a growth concept, assembling the building blocks discussed above into an efficient land use program.

Two major assumptions, derived from the larger growth principles underlie the evaluation process:

» Development will take place in multiple directions. The principles of compact growth and market choice argue against placing all growth in one and only one development direction.

Tiers 1 and 2 provide more than adequate capacity to accommodate all anticipated growth to 2040 and beyond. Therefore, growth areas incorporated into the future land use plan are limited to these two development tiers. Some Tier 2 areas and Tiers 3 and 4 are located within the Ames urban service area -- areas that fall within watersheds that drain into the City's existing wastewater treatment facility – but are unlikely to develop before 2040.

The criteria used to evaluate these growth regions against each other to create an orderly growth sequence included the following factors:

» **Infrastructure.** The relative cost of serving the growth region with wastewater and stormwater infrastructure and water service.

» **Environment and Open Space.** Relative buildability, slopes, and impact on topography, watercourses, and natural resources; serviced by parks and recreational features.

» **Public Safety.** The ability and facility costs involved to provide fire protection, police, and emergency medical services.

» **Market Demand.** Adjacency to recent development, growth precedents, general acceptance in the market.

» **Transportation.** The ability of the transportation system to manage additional traffic loads, cost of necessary improvements, connections to trail network, and access to public transportation.

» **Community.** The ability to add and enhance the urban environment of Ames; the potential to create distinctive areas with a variety of housing types and support services.

The evaluation process concluded that "greenfield" urban development and resulting infrastructure investments will focus on four major areas:

A. TIER 1

» **North Growth Region.** This includes land west of Ada Hayden Park to west of GW Carver Avenue and south of 190th Street. This sector has been an area of significant platting activity and logically encompasses existing residential development trends.

B. TIER 1 & TIER 2

» **West Growth Region.** This extends the western edge of Ames incrementally to an Ioway Creek tributary drainage between Highway 30 and the Union Pacific mainline. This will tie into Mortensen Road and continue significant mixed density development.

C. TIER 1 & TIER 2

» **South Development Region.** Unlike the relatively incremental extensions to the north and west, this represents a significant community-building initiative that builds on the potential of the nearby ISU Research Park and abundant open space and recreation assets.

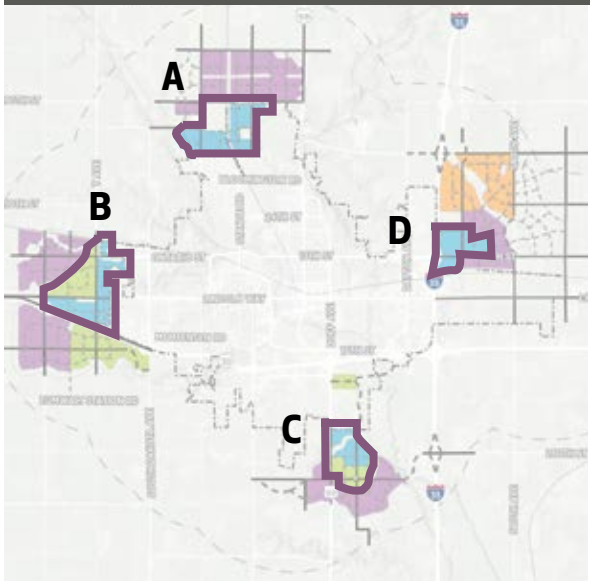
D. TIER 1

» **East Development Region.** Like the South Development Region, this area represents a new residential market, related to the 13th Street interchange and the potential for new major commercial and industrial development in this quadrant. Infrastructure to serve this area is likely to be provided through this non-residential growth.

It is important to maintain the flexibility to respond to specific development proposals and that contiguous development in an area other than one of the four focus areas, if properly financed, could occur. For example, the Tier 2 area of the Southwest Growth Region, also contiguous to existing urban development, could experience development during the planning period.

GROWTH: EVALUATION AND GROWTH AREA SELECTION

PRIORITY GROWTH AREAS



COMBINED TIER ONE AND TWO DEVELOPMENT POTENTIAL

	TIER 1			TIER 2			TOTAL T1 + T2			
Growth Region	Area in Acres	Est Units	Est Pop	Area in Acres	Est Units	Est Pop	Area in Acres	Est Units	Est Pop	Density (DU/A)
NORTH	453	1,643	4,175	157	722	1,821	519	2,365	5,996	3.64
EAST	152	827	1,722	-	-	-	1152	827	1,722	5.44
SOUTH	199	1,274	2,522	239	2,411	4,486	398	3,685	7,007	7.40
SOUTHWEST		-	-	314	2,578	5,124	314	2,578	5,124	6.58
WEST	386	1,854	4,118	175	1,099	2,388	484	2,954	6,506	4.88
TOTAL	1,190	5,598	12,537	885	6,810	13,818	1,837	12,408	26,355	6.76

RELATIVE INFRASTRUCTURE COST COMPARISON BY POTENTIAL GROWTH REGION

PUBLIC INFRASTRUCTURE COSTS					
Growth Region	Transportation	Wastewater	Water	Total	Notes/ Concerns
NORTH	$$	$$	$$$	$$	Moderate future arterial road network and new 190th bridge over UPRR. Extension of 36" wastewater trunkline for approximately 1.5 miles. Pressure concerns corrected by construction of 4 MG water tower.
EAST	$$$$$	$$$$	$$$$	$$$$	Extensive future arterial road network and new I-35 interchange. Construction of new 36" wastewater trunkline for approximately 6 miles. Pressure concerns corrected by construction of a 6 MG water tower.
SOUTH	$$$$	$	$$	$$$	Moderate future arterial road network including future N/S parkway. New I-35 Interchange.
SOUTHWEST	$$	$½	$$	$$	Moderate future arterial road network and new pedestrian bridge(s). Extension of 21" wastewater trunkline for approximately 1.5 miles.
WEST	$	$	$	$	Minor future arterial road network. No improvements to Union Pacific railroad crossings.

LAND USE: GUIDING PRINCIPLES

Guiding Principles of Land Use

LU1: Relating Land Use and Transportation. Land use planning must be planned in coordination with Ames' network of streets, trails, paths, and transit lines. The land use plan is closely related to the Complete Streets Plan, with higher intensity uses clustered along streets that have the capacity to serve them successfully. A system of multi-modal connections will be the framework for a land use plan that promotes variety and diversity of uses.

Sufficiency of other related support services, including infrastructure, emergency response, and parks will be correlated to the intensity of use.

LU2: Compatibility with Flexibility. Ames land use pattern should minimize conflicts between adjacent land uses. Some land uses are inherently incompatible and should be separated. In other cases, a variety of design techniques where different uses and intensities meet can reduce incompatibilities and more successfully integrate different uses into a cohesive city environment. Homogeneous building form and uses are not necessarily the goal of the plan. Guidelines should provide developers with reasonable flexibility and room for innovation.

LU3: Residential Density and Diversity. New residential development in Ames will achieve densities sufficient to use infrastructure efficiently, support neighborhood services, minimize adverse effects on the environment, and provide residents with a quality urban environment. As an inclusive community, Ames will encourage diverse housing types and price points that serve the reeds of a range of demographic and economic groups. In addition, reactions to the Covid pandemic may require different housing forms than those built to date, maintaining target densities but with common space that provides greater distancing possibility.

LU4: Vital, Convenient Mixed Uses. Ames will encourage a compatible mix of uses to create more active, interesting, and efficient city environments, while providing residents convenient access to neighborhood commercial services and other vital community facilities.

LU5: Places for Employment and Enterprise. Ames will continue to provide appropriately located space for a wide range of enterprises that provide employment for existing and prospective residents. The City's planning for industrial uses includes large areas for expansion within the ISU Research Park and Prairie View Industrial Center. Additionally, small business, commercial office, and trade uses are planned for diverse locations across the City. Zoning standards will address design and use requirements recognizing the diverse needs and locations of employment uses.

LAND USE: TRANSPORTATION

The Land Use/Transportation Connection

Land use and transportation are very closely connected. Development proposals are evaluated by the ability of the transportation system to serve them effectively. Transportation facilities – transit lines in one area, interchanges and roads in another area - open new areas to development. Typically, land use plans, based on single-use density or use type categories, placed higher intensity commercial and industrial uses along busier or wider streets. These corridors have the lane capacity to accommodate the traffic that these uses generate but also carry the traffic and provide the visibility that commercial development needs.

This makes sense, up to a point. These land use plans matched single use land categories (residential, commercial, and industrial) with a street classification system determined largely by projected traffic volume (local, collector, arterial). However, contemporary plans like Plan 2040 are more nuanced. Land development categories, like the ones identified in the previous pages, are based on neighborhood pattern and character as well as land use, and encompass a mix of development types. Streets are increasingly expected to be more than conduits for cars and trucks, and should provide safe and comfortable environments for pedestrians, bicyclists, and transit users. Streets are also one of the most critical parts of the city's design environment and fabric. They can unite like bridges or divide like walls; attract or repel people; and be places that development turns toward or away from. It is no wonder that many major metropolitan areas have established and funded Great Streets programs and that city and state governments have adopted Complete Streets policies, striving to make these public corridors safe and appealing for all users.

Ames has been an active participant in this trend with its adoption of the Ames Complete Streets Plan The plan classifies streets by their context and character in addition to traffic volume. It also recommends design standards that accommodate different modes of travel and consider a street's role in its community and land use context.

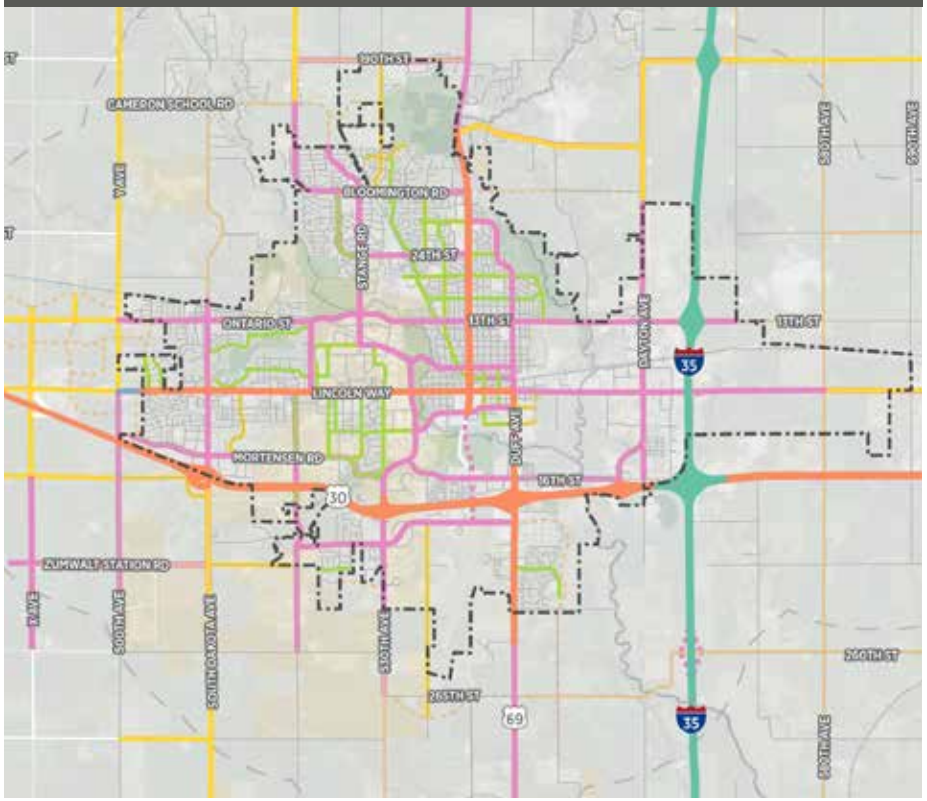
In many ways, then, street function and character help create their own land use reality. The Growth & Land Use Principles identified in Plan 2040 place an emphasis on connection and mixed uses, and a high value on desirable public activity and interaction. This in turn suggests street design that is friendly to this kind of activity and land use planning and implementing regulations that encourage it. This can lead to patterns that are unfamiliar to many people – residential development along what were once single use commercial corridors, and activity nodes and even some commercial development carefully placed in residential areas.

Two Classification Systems

Despite this aspiration, every street is not appropriate for mixed use, walkable, high activity urban environments. Some streets are utilitarian and serve the single function of moving trucks and cars safely and efficiently. Others are intended to maintain quiet neighborhood environments. To assist in the process of relating land use and transportation and guiding policy along urban corridors, The *Forward 2045 Plan,* prepared by HDR, Inc. for the Ames Area Metropolitan Planning Organization, includes a Functional Classification Plan of the Ames metropolitan area network. As part of a comprehensive Long Range Transportation Plan (LRTP). This classifies corridors by the traditional hierarchy that typically relates to traffic volume and speed. The Complete Streets Plan (2018), prepared by Toole design group for the City, establishes street typologies largely determined by context and potential future roles in the city environment. Together, they provide a framework for land use and development policy along these major corridors. Typology illustrations from the Complete Streets Plan and land use policy directions are included as a reference, on the following pages and later in this document.

LAND USE: TRANSPORTATION

FUTURE FUNCTIONAL CLASSIFICATION NETWORK

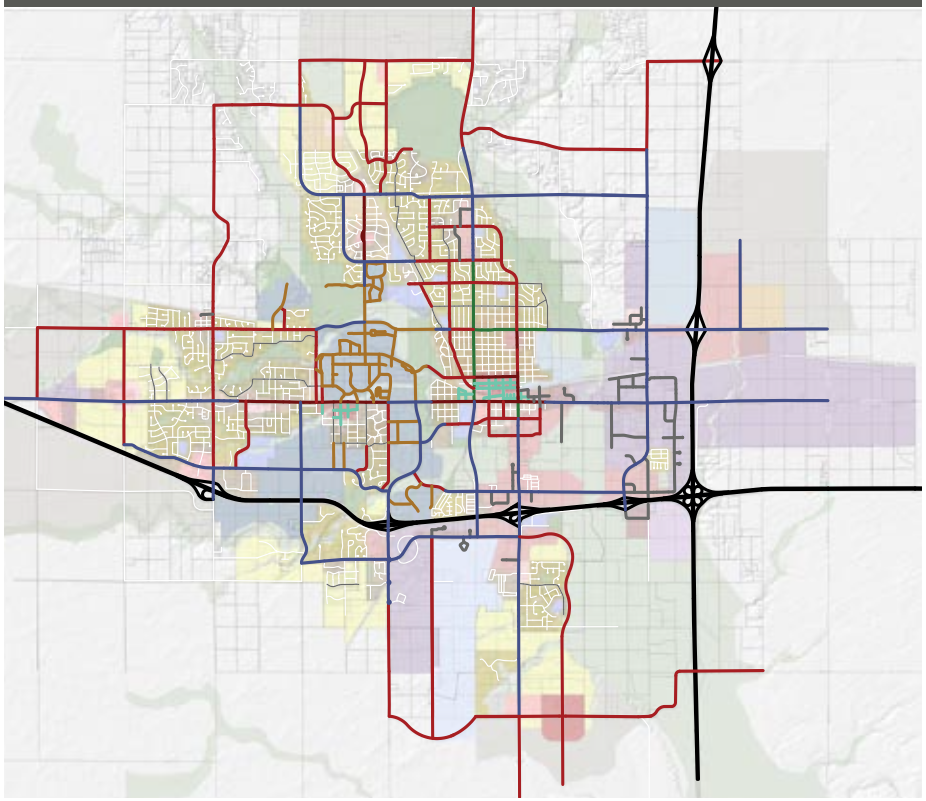


City Limits

FUNCTIONAL CLASS

- Interstate
- Other Principal Arterial
- Major Arterial
- Minor Arterial
- Major Collector
- Collector
- Minor Arterial
- Local
- Two Mile Buffer

COMPLETE STREETS TYPOLOGY



- Highway
- Highway - Future
- Thoroughfare
- Boulevard
- Boulevard - Future
- Avenue
- Avenue - Future
- Mixed Use Avenue
- Mixed Use Street
- ISU Industrial Street
- Industrial Street

LAND USE: TRANSPORTATION

Complete Street Typology and Land Use Directions

Neighborhood Street. Low traffic with housing and separated walkways, sometimes with on-street parking. A variation called "Bicycle Boulevard" is available, which optimizes the street for bicycle traffic through traffic calming and diversion; also includes pedestrian enhancements. Typical functional classification will be local street.

Land Use Directions:

- Primarily residential use
- In infill areas, density would be ruled by surrounding neighborhood conditions
- New development can integrate various residential densities

Mixed Use Street and Mixed Use Avenue. Diverse mix of retail, housing, office and/or educational uses, with people using several types of transportation to circulate. Typical functional classification will be major collector and minor arterial.

Land Use Directions:

- Activity centers and commercial nodes with strong pedestrian/bicycle access
- Horizontal and vertical mixed use development
- Limited setbacks with build-to lines, strong street orientation

Avenue. Moderate amount of traffic, wider than a Neighborhood Street. May include on-street parking and bike lanes. Typical functional classification will be collector.

Land Use Directions:

- Primarily residential use
- May include varied densities, including attached units, townhomes, small multifamily buildings
- Possible integration of neighborhood services and convenience commercial at collector or minor arterial intersections
- Implies strong street orientation for development

Boulevard. Moderate to high amounts of traffic, with a landscaped median used to separate lanes of traffic and provide refuge for crossing pedestrian and bicycle traffic. Wide range of functional classifications from major collector to major arterial.

Land Use Directions:

- Often in high image and visibility office and business parks and campus environments
- Land use context varies considerably, from low-speed neighborhood settings to high intensity uses.
- Medium to deep setbacks with varied street orientations

Thoroughfare. Moderate to high amounts of traffic, most often used for longer distance travel and automobile-oriented uses. Often state highways. Typical functional classification will be principal, major, or minor arterial.

Land Use Directions:

- Various commercial/high-intensity residential uses
- Lower intensity residential with adequate setbacks
- Uses highly related to context
- Street orientation and setback is contextual, but in commercial areas may include front yard parking.

Industrial Street. Low traffic, often with a high percentage of truck traffic, accessing centers of manufacturing and large-scale retail. Range of functional classifications from local for interior streets to major collector.

Land Use Directions:

- Typically industrial and other non-residential uses, including general commercial.
- Residential development, if present, is often obsolescent.
- Some consumer and automotive commercial uses
- Often deep setbacks and limited street orientation

LAND USE: FUTURE

Land Use Categories

The Future Land Use Map, with its designations of various land use categories, expresses the development vision for Ames and establishes the basis for land use policy, public and private decision making, and future development and infrastructure investments and initiatives. It incorporates the growth scenario analysis and priorities described earlier in this chapter, with land use designations that also reflect the character of the built-up city of 2020.

The land development categories used here differ in important ways from districts used in the city's earlier Land Use Policy Plan (1997) or single use categories used in conventional land use and zoning maps:

- Development categories recognize historic periods and patterns of development and neighborhood character, as well as specific land uses.
- Development categories employ a range of development densities and intensities, rather than one specific building type or density category. As such, they may contain a number of different zoning districts. Issues of compatibility of different land uses within development categories are addressed in the compatibility standards.
- The Future Land Use Map was built on the street framework identified by Ames Complete Streets Plan. This plan identified to both the function and context of streets. Within a single development category, different use intensities may be appropriate along different types of streets.

Limited Development

Open Space. Areas of publicly or privately owned land intended to remain undeveloped and natural in character or in permanent open space uses. These areas include environmentally sensitive areas, environmental preserves, lands with conservation easements, and passive public space. They typically do not include high activity city parks.

Urban Reserve. Areas within the Ames Urban Service Area and the growth regions that should be reserved for future urban development, but are unlikely to be developed within this plan's 2040 horizon. These include all tiers of the five projected growth areas including the southeast and other parts of the Ames jurisdiction that can be feasibly provided by urban services. Policies related to Urban Reserve areas are discussed in the Fringe Policy section of this chapter.

Rural Character. Areas within the Ames jurisdiction where urban infrastructure such as water or sewer service is unlikely or not feasible. Development may include large-lot residential, low-impact agriculture, and non-residential uses appropriate to rural areas. Policies related to Rural Character areas are discussed in the Fringe Policy section of this chapter.

Residential Neighborhoods

RN-1 (Traditional). Neighborhoods initially developed in the 19th and first half of the 20th centuries, with a variety of residential development forms and developed on a traditional urban street grid.

RN-2 (Established). Fully built-up neighborhoods, typically built in the second half of the 20th century to the present. Largely single-family, with some attached and duplex structures. Layout of neighborhoods often has larger blocks and curvilinear local street patterns.

RN-3 (Expansion). Neighborhoods principally developed as expansion of the City since 2000 at low and medium densities. This designation includes current areas of building and subdivision activity or proposed for predominately residential development within the 2040 planning period. Includes growth areas identified on page 42. These areas include a variety of residential types and neighborhood services. The layout of neighborhoods generally followed suburban form principles with distinct areas for various uses.

RN-4 (Walkable Urban). Mixed use, mixed density neighborhoods with a high degree of connectedness and an orientation to pedestrian and bicycle scale. Typically includes a distinct, mixed use activity nucleus. May include comprehensively planned developments or urban districts that evolved organically.

RN-5 (Multifamily). Neighborhoods that are largely multifamily in character, and include large groupings of apartments, townhomes, and other attached housing forms. May include supporting commercial services. Multifamily development may be integrated on compatible sites into other RN areas and is not limited to RN-5 designations.

Commercial Centers

Neighborhood Core. Centers that serve local commercial and service needs for a neighborhood or cluster of neighborhoods.

Neighborhood Core - Mixed Use. A special subset of Neighborhood Core usually associated with walkable urban neighborhoods. May be somewhat larger in scale and include residential uses, with high connectivity to the commercial area.

Community Commercial/Retail. Generally single purpose centers that serve citywide and even regional commercial and service needs, originally designed for primary automobile access with large parking areas..

General Commercial. Areas with a wide variety of commercial, small business, automotive, trade services, and light industrial uses, some with outdoor storage.

LAND USE: FUTURE

Core. Ames' unique mixed use central districts and image centers, specifically the Downtown and Campustown districts.

Employment-General Industrial. Areas that mix traditional manufacturing, warehousing and distribution, and other high impact uses, typically outside of planned or defined business parks.

Employment-Planned Business and Industrial. Major concentrations for community and regional employment, including major office, industrial, and research establishments and installations on large sites with substantial surrounding buffers or other separation from surrounding uses.

INFILL OR OVERLAY CATEGORIES

Redirection. Areas where changes in use or development patterns are anticipated over the next 20 years, based upon City policies or current conditions. These areas are focuses for City consideration of redevelopment plans and policies over the next 20 years. In some cases, specific plans or zoning may be applied to provide direction for specific types of changes and to address issues of compatibility and transition. The Redirection Area designation does not specify a time period or type of change. It acknowledges a potential for change and a public interest in guiding it over the next 20 years.

Redirection can also apply to government-owned lands that are no longer used for government purposes. Change in these areas to urban uses that address housing and development goals of the City would be considered, even though they are not part of identified growth areas.

Urban Corridor. Strategic community transportation corridors that are primarily automobile-oriented and accommodate a mix of uses. Potential exists for evolution to denser development with more efficient site design, reuse of excessive parking, and infill development based upon the high value of transportation access.

Near Campus Overlay. Residential neighborhoods adjacent to Iowa State University that experience development pressures related to ISU, including demand for student-oriented housing or higher-density, larger scale development, and parking and traffic requirements. These pressures produce development different from the traditional patterns of the area. Changes to existing conditions are expected to be limited in this overlay area with a priority placed on neighborhood conservation.

Hospital/Medical Special Area. Major hospital and medical campuses and surrounding ancillary uses including parking, medical office buildings, clinics, and similar facilities.

PUBLIC AND CIVIC USES

Civic-University. The Iowa State University campus and other ISU-owned properties.

Civic. Major public facilities, including City of Ames, Story County, and State of Iowa facilities and installations; schools; the Ames Municipal Airport; and bases for other public services.

Parks and Other Public Facilities. Other land-intensive facilities identified individually on the Future Land Use Map, including public parks.

LAND USE: FUTURE

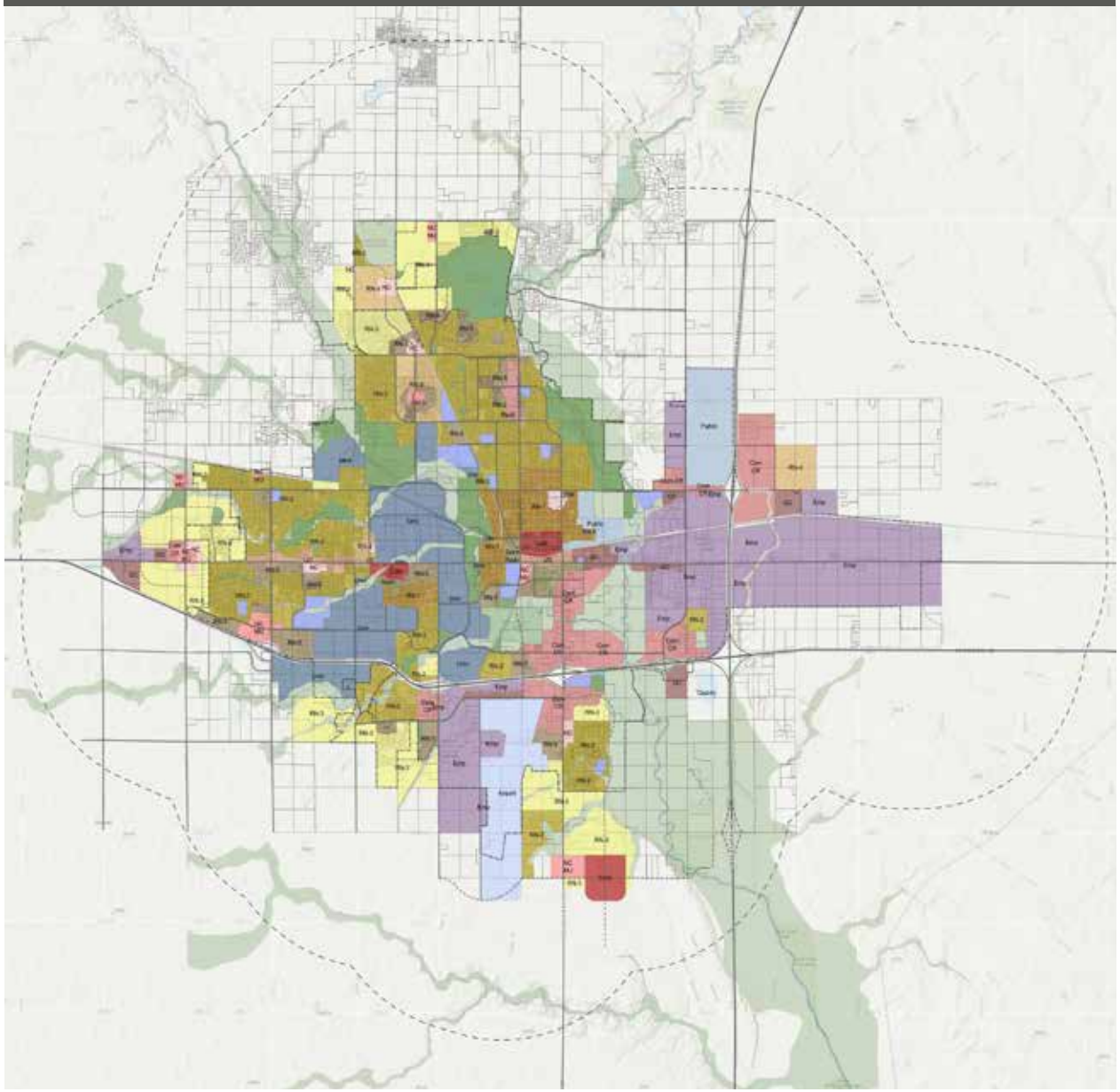
Following the Future Land Use Map includes policy tables for the land use categories. Each category a description of characteristics and applicable zoning districts. Further descriptions provide content on goals, development guidelines and pubic actions.

Goals are intentions for future direction in the land use category.

Development Guidelines are applicable for consideration of changes to land use designations, zoning consistency, and in some cases specific project elements.

Public Actions are intended to identify potential recommedations for the City that relate to broad City goals and the vision of the Plan. They do not apply to individual projects.

FUTURE LAND USE



FUTURE LAND USE

- Residential Neighborhood 1 - Traditional (RN-1)
- Residential Neighborhood 2 - Established (RN-2)
- Residential Neighborhood 3 - Expansion (RN-3)
- Residential Neighborhood 4 - Village (RN-4)
- Residential Neighborhood 5 - Multifamily (RN-5)
- Neighborhood Core (NC)
- Neighborhood Core - Mixed Use (NC MU)
- Community Commercial /Retail (Com-CR)
- General Commercial (GC)
- Core
- Redirection (Redir)
- Urban Corridor
- Employment
- Quarry
- Park
- Open Space
- Civic
- Civic - University
- Airport
- Public
- Hospital /Medical Special Area
- Near Campus Overlay
- City Limits

LAND USE: CATEGORIES

Open Space

CHARACTERISTICS

- Large areas of public land intended to remain undeveloped and natural in character, including public greenways.
- Privately or publicly-owned environmentally sensitive areas that should not be developed.
- Agricultural uses are common.
- May include public recreation facilities.
- Specific policy directions are included in the Urban Fringe Policy.

APPLICABLE EXISTING ZONING CATEGORIES

- Government
- Agriculture
- Potential conservation or fringe overlays in areas where residential uses might be existing or permitted.

Development Guidelines are applicable for consideration of changes to land use designations, zoning consistency, and in some cases specific project elements.

Public Actions are intended to identify potential initiatives for the City that relate to broad City goals and the vision of the Plan. They do not apply to individual projects.

GOALS

- Set aside land intended to remain primarily undeveloped and natural in character as permanent open space.
- Limit public open space to passive activities and conservation efforts.
- Preserve natural areas as passive open space in accordance with planned greenways or in support of larger natural preservation areas.

DEVELOPMENT GUIDELINES

- Agricultural or other similar low intensity development zoning districts would apply. During zoning and site plan review, evaluate proposals for separation distances adequate to minimize noise, glare, and hazards that would impair the quality of open space.
- Retain natural areas, open space, and habitat in the City. See also Open Space Chapter. Permit development only when serving environmental, park, or agricultural purposes.
- Allow minor encroachment of residential zoning for existing uses and limit allowances for new residential with a precise study of environmental constraints and plans to locate structures outside of sensitive areas to retain the natural, aesthetic, and environmental value of the area and property. Multiple developable sites would require a land use map designation amendment.
- Areas within the Ames Urban Fringe are predominantly natural and agricultural uses and are subject to the policies of the Ames Urban Fringe Plan and associated 28E agreements unless addressed more specifically by other provisions.

PUBLIC ACTIONS

- Use greenways as corridors for pedestrian and bicycle transportation and recreation.
- Acquire strategic open space areas when possible to maintain corridors or protect important environmental assets.
- Use Greenways and Open Space as conservation development techniques in new growth areas.

LAND USE: CATEGORIES

Urban Reserve (UR: See Urban Fringe Map)

CHARACTERISTICS

- Generally open or sparsely developed rural or open land.
- Growth area Tiers 1 and 2 and other lands intended for near and mid-term development.
- Includes growth areas in Tiers 2, 3, and 4 that are likely to be developed after this plan's 2040 planning horizon. See also Urban Fringe policies.
- Government
- Agriculture
- Potential conservation or fringe overlays in areas where residential uses might be existing or permitted.

GOALS

- Preserve long-term development options for efficient growth with full urban services.
- Avoid impediments to future land annexation supporting urban and contiguous development.
- Allow reasonable interim use of land consistent with agricultural and adjacent land uses.

DEVELOPMENT GUIDELINES

- Require a minimum lot size large enough to prevent or discourage development of rural subdivisions and maintain a rural agricultural character.
- Permit a variety of rural land uses and low-impact agriculture, excludes livestock and animal confinement operations and other high intensity uses.

PUBLIC ACTIONS

- Coordinate park and open space planning with counties.
- Use Urban Fringe Plan Policies to guide specific use allowances and joint administration of extra-territorial area.

  Prioritize Policies for:

  - Specific underlying land use designations for interim use or for guiding incorporation of commercial use into the City.
  - Large residential and agricultural minimum lot sizes,
  - Limits on high intensity agricultural and extraction uses.
  - Limits on special uses, such as religious facilities, wind generators, campgrounds, and other uses that may not meet urban design and infrastructure needs.
  - Limit agribusiness facilities that do not meet urban design and infrastructure needs.

LAND USE: CATEGORIES

Rural Character (RC: See Urban Fringe Map)

CHARACTERISTICS

- Existing large lot and acreage development, generally lacking urban infrastructure or services.
- Areas within the subdivision jurisdiction of Ames but outside the urban reserve, where extensions of urban infrastructure are not expected.
- Rural commercial, limited agriculture, or limited industrial/workshop uses that do not degrade rural residential character.
- Potential conservation or fringe overlays in areas where residential uses might be existing or permitted.

GOALS

- Provide locations to accommodate demand for low-density residential development that do not limit the City's logical long-term urban growth.
- Promote sustainable development within or near the City where landforms and environment make urban development impossible.

DEVELOPMENT GUIDELINES

- Develop land plans and building concepts that maintain rural or open character.
- Design developments that protect landforms such as steep slopes and natural drainage patterns.
- Encourage use of community wastewater systems for rural development, including green infrastructure, with relatively small rural lots.
- Integrate regional transportation path systems into development designs.
- Promote use of conservation subdivision techniques adjacent to natural areas.

PUBLIC ACTIONS

- Use Urban Fringe Plan Policies to guide specific use allowances and joint administration of extra-territorial area.
- Establish subdivision waiver standards appropriate to very low-density rural residential developments.
- Consider cumulative impacts of similar development and planned development in the general area.

LAND USE: CATEGORIES

Residential Neighborhood 1 (RN-1: Traditional)

CHARACTERISTICS

- Most development occurred in late 19th and first half of 20th century.
- Largely but not exclusively residential.
- Diverse housing within the same time periods and street context. Areas of both larger detached single-family housing, small single-family housing, and a mix of two-family and small apartment buildings with single-family homes.
- Generally small sites and lots, fine-scale of detail and development patterns.
- Connected traditional grid street with sidewalk continuity often with alleys.
- Pedestrian rather than automobile orientation and scale. Garage access off alleys or setback from street.
- Transit access in some dense areas.
- Later 20th century development not always compatible in design with original development styles and patterns.

APPLICABLE EXISTING ZONING CATEGORIES

- UCRM Urban Core Residential Medium-Density
- RM Residential Medium-Density
- RL Residential Low-Density
- O-SFC SFCOD Overlay
- O-H Historic Overlay
- O-UIE University Impact Overlay

GOALS

- Residential neighborhood conservation is the primary goal, including:
  - Building quality of older homes.
  - Reinvestment in and improvements to property.
  - Affordable housing opportunities.
  - Ownership housing opportunities.
  - Infrastructure quality, including street trees
- Maintain existing residential densities. Current density ranges from three to eight units per acre. Future development should not exceed eight units/acre.

DEVELOPMENT GUIDELINES

- Identify architectural qualities and patterns that support character of an area and support retention of these features with design guidelines.
- Central locations and good transportation choices could produce interest in infill and high intensity uses. Priority is to maintain existing residential character without a comprehensive strategy for increasing housing options on a broader level. Appropriate infill options should be limited to second units or small attached townhome type units that maintain the character and scale of traditional homes. Maintain single-family character on single-family residential blocks.
- Develop standards for accessory dwelling units (ADUs) that allow them without degrading neighborhood character.
- Infill limited to attached units and small townhomes.
- Small-scale office and commercial uses with limited traffic generation that preserve residential scale along avenues, mixed use avenues, and thoroughfares.
- Allow common accessory functions, places of worship, and parks.

PUBLIC ACTIONS

- Continue to maintain and enhance road, sidewalks, street trees, water, sewer, electric infrastructure. Upgrade infrastructure capacity as needed, including adding storm water enhancements.
- Support sidewalk infill to complete connections and corridors consistent with complete street and enhanced mobility.
- Preference for infrastructure improvements that are consistent with the residential character and context sensitive to historical patterns.
- Support for owner-occupied housing stock options.
- Support access to transit in denser areas.
- Use design and character priorities in place of density for planned developments and small-site infill options.
- Consideration for additional historic or conservation district inventory and designation.
- Review zoning standards to address design compatibility and allowances for setback and coverage exceptions in support of reinvestment in single-family homes.

LAND USE: CATEGORIES

Residential Neighborhood 2 (RN-2: Established)

CHARACTERISTICS

- Typically mid to late 20th century through 21st century development.
- Completely built-up except for infill sites.
- Mostly but not exclusively single-family, with some attached and small-scale multifamily.
- Relatively large single-use blocks, beginning of suburban type development patterns.
- Variety of lot and single-family home sizes.
- Common pattern of automobile-oriented design with front-loaded garages.
- Breaks the fine-scale grid with larger blocks and curvilinear streets, cul-de-sacs and loops.
- Some sidewalk discontinuity, with some internal pathways and cluster development.
- Limited or no transit access.
- Includes some Planned Developments with unique design features.

APPLICABLE EXISTING ZONING CATEGORIES

- RL Residential Low-Density
- RM Residential Medium-Density
- F-PRD Planned Residence District

GOALS

- Conservation of general neighborhood character and structural conditions.
- Target maximum gross density in the range of 6 units/acre, except in multifamily clusters.

DEVELOPMENT GUIDELINES

- Maintain character of single-family residential blocks.
- Infill limited to attached units and small townhome developments adjacent or near existing attached units and public space.
- On infill sites, use scale and design to respect context.
- Small-scale office and commercial uses with limited traffic generation that preserve residential scale along avenues, mixed use avenues, and thoroughfares.
- Recognize street hierarchy and capacity when considering changes in land use and transportation.
- Allow common accessory functions, e.g. places of worship, and parks.
- Support increased use of architectural features, such as porches, and quality building materials to enhance the visual appearance of properties and neighborhoods.

PUBLIC ACTIONS

- Infrastructure rehabilitation where necessary.
- Use urban environment enhancements such as neighborhood gateways, placemaking, traffic calming, and lighting to add aesthetic value.
- Recognize increasing historic integrity of mid-century residential design.
- Monitor neighborhood conditions and develop programs to support reinvestment in older neighborhoods.
- Support transit service extensions to serviceable areas.
- Improve pedestrian environment where necessary and upgrade bike route connectivity and wayfinding to complement trails.
- Consider exception processes related to additions, garage placement, and accessory dwelling units to support reinvestment in existing homes.
- Use overlays and neighborhood plans to address specific areas with conservation and design guidelines to reflect the broad geographic diversity, lot sizes, and architectural styles.

LAND USE: CATEGORIES

Residential Neighborhood 3 (RN-3: Expansion)

CHARACTERISTICS

- Contemporary but diverse development options in planned expansion areas of the City, known as FS zoned areas. Originally envisioned in the 1997 LUPP as "villages" and residential subdivisions.
- Primarily residential and largely single-family at low and medium densities. Some medium-density apartment developments.
- Conventional suburban lot sizes in subdivisions.
- Limited or no transit access.
- Access to private green space, internal paths, and trails is often included in development design. Includes storm water detention features within developments.
- Curvilinear street networks, minimizing cul-de-sacs, but somewhat limited connectivity at times.
- Common pattern of automobile-oriented design with front-loaded garages.
- Includes small commercial nodes.

APPLICABLE EXISTING ZONING CATEGORIES

- FS-RL Suburban Residential Low-Density
- FS-RM Suburban Residential Medium-Density
- F-PRD Planned Residence District
- PUD Planned Unit Development Overlay District

GOALS

- Wide range of housing types and price points, need to incorporate attainably priced owner occupied housing.
- Planned development of neighborhood cores, with higher density, linkages to single-family areas, and neighborhood services.
- High level of internal connectivity and planned street linkages to surrounding developments.
- Use Complete Street concepts with development. Include active transportation linkages. Provide safe access for all to neighborhood cores and activity areas.
- Target minimum gross density in major new development areas of 5 units per acre.

DEVELOPMENT GUIDELINES

- Flexible lot size design standards for diverse housing types, including architectural character, environmental, and open space factors in design decisions.
- Higher residential densities (attached, townhomes, small multi-unit buildings) on avenues, boulevards, and mixed use avenues, and other streets with significant bicycle and potential transit routes; and within master planned projects.
- Street, sidewalk, and trail connectivity.
- New development requires neighborhood and community parks. See also Parks and Recreation Chapter.
- Plan to accommodate transit extensions into developing areas by design and density levels.
- Allow common accessory functions, places of worship, and parks.
- Apply minimum density standards to new development, single-family 3.75 du/A, medium-density minimum density 10.0 du/A, cores and high-density areas have higher intensity and densities than medium-density.

PUBLIC ACTIONS

- Review and modify zoning and subdivision regulations to address intended range of uses and design standards.
- Permit accessory dwelling units with lot size and design standards.
- Extend trail network into growth areas.
- Support transit extensions to serviceable areas.
- Use the Capital Improvements Program to plan for extension of major road, water, sewer infrastructure. Consider use of development agreements, connection districts, and assessments to help facilitate extensions.

LAND USE: CATEGORIES

Residential Neighborhood 4 (RN-4: Walkable Urban)

CHARACTERISTICS

- Based on master development plan or organic evolution of walkable mixed use districts.
- Strongly connected mixed uses as a "place" or district.
- High level of street and path connectivity, highly walkable design where vehicles are secondary.
- Individual development areas may have separate dominant uses but relate to each other.
- Interior, street-oriented "village center."
- Common open space and community streets as elements of urban structure.
- Thematic street character, e.g. "main street" environments.

APPLICABLE EXISTING ZONING CATEGORIES

- PRD Planned Residence District
- F-VR Village Residential
- RH Residential High-Density
- PUD Planned Unit Development Overlay District

GOALS

- Village master planning and development in key opportunity sites within growth areas.
- Extension of positive "village" development principles into more conventional development options that achieve walkable and identifiable centers to neighborhoods.

DEVELOPMENT GUIDELINES

- Emphasis on mixed uses in the neighborhood overall with walkability, functional public space, appropriate street design, and green infrastructure; provide flexibility in how these goals are accomplished.
- Similar design approach to a PUD to ensure details for mixed use and design are successful, allowing for greater density and more commercial uses than conventional options.
- Overall minimum gross density > 5 du/A; Village Centers may have much higher density.
- Avoid dictating specific architectural style, while recognizing that some styles are more consistent with intended character than others, however, elements supportive of street level design details are required. This includes features such as porches, large amounts of fenestration for commercial uses, reduced setbacks, durable and interesting building materials, identifiable entrances, and minimized dead space of walls and garage doors.

PUBLIC ACTIONS

- Improve streetscape and district identification to focus attention and encourage reinvestment in existing areas, such as in the West Street "village" west of the ISU campus and similar small-scale mixed use districts. In these areas, encourage upgrades and improved relationships among existing multifamily buildings. May require a special development area plan.
- Review and modify zoning and subdivision regulations to address the intended range of uses and design standards.
- Review parking requirements to ensure there is not excess required parking that impacts financial feasibility of reinvestment and design that detracts from character.

LAND USE: CATEGORIES

Residential Neighborhood 5 (RN-5: Multi-family)

CHARACTERISTICS

- Large groupings or concentrations of attached housing and apartment buildings.
- May include some commercial or community services such as child care.
- Single-family development is atypical and generally not appropriate in these neighborhoods.
- Often but not always in unified developments.
- Includes public streets, but local circulation and parking are typically internalized.
- New developments may include private amenity space and facilities for residents.

APPLICABLE EXISTING ZONING CATEGORIES

- RH Residential High-Density
- F-PRD Planned Residence District

GOALS

- Maintain and enhance quality of existing neighborhoods, including addressing property maintenance and quality of the public environments.
- In new developments, move toward more urban development forms with street grids and orientation, better relationships among buildings and public spaces, and pedestrian and bicycle integration into site planning.
- Expand architectural design diversity and incorporate differentiated and durable quality building materials.

DEVELOPMENT GUIDELINES

- Encourage higher residential densities on thoroughfares, avenues, mixed use avenues, and boulevards, including corridors with bicycle facilities and transit service.
- Achieve minimum gross density greater based upon building types and locations with 16du/A in larger multifamily settings, and 10 du/A in townhome and small footprint apartment configurations.
- Low-impact office/commercial development may be integrated into original project design.
- Building design and housing types to serve a diverse market and not be specific to student housing in growth areas and redevelopment areas.
- Move toward more urban building arrangements, creating neighborhoods with public streets and connections rather than groupings of self-contained projects.

PUBLIC ACTIONS

- Continue use of the Rental Housing Code to monitor quality of existing multifamily developments and provide mechanism for rehabilitation when required.
- Consider reduced on-site parking requirements in walkable/bikeable and transit accessible areas.
- Review and modify zoning and subdivision regulations to address the intended range of uses and design standards.
- Consider intensity measurement by bedroom configurations rather than dwelling units.
- Encourage rehabilitation and potential redevelopment of obsolete developments.

LAND USE: CATEGORIES

Neighborhood Core (NC)

CHARACTERISTICS

- Serves local consumer needs for a group of neighborhoods.
- Smaller scale development may include convenience commercial, personal services, specialty or small-retail, grocery, small multi-tenant building, child care, local services and office uses.
- Typically located at sites convenient to automobile access, including intersections of boulevards, thoroughfares, and avenues. Older neighborhoods may have street parking and minimal off street parking.
- Usually characterized by single-use buildings but may accommodate mixed uses or some multi-tenant buildings. Typically separated from street by parking.

APPLICABLE EXISTING ZONING CATEGORIES

- NC Neighborhood Commercial
- CGS Convenience General Service

GOALS

- Provide neighborhood commercial and support services to all residential areas.
- Recognize role of neighborhood centers as important features for residential communities.
- Generally oriented around small businesses and low intensity of use in older areas.
- Compatible scale and visual quality with surrounding residential areas.
- Improve pedestrian and bicycle access between commercial clusters or establishments and constituent neighborhoods.

DEVELOPMENT GUIDELINES

- Encourage walkability and planned relationships among separate buildings in multi-building projects.
- Relate and orient buildings to surrounding public streets, including direct sidewalk to front door access.
- Reduce visual impact of parking areas that separate buildings from streets.
- Provide improved accommodations for pedestrian and bicycle access, including direct paths from residential areas that avoid using major streets and bicycle parking.
- Support incremental upgrades to existing properties to meet neighborhood design and compatibility goals.
- Increasingly incorporate elements of “Neighborhood Core - Mixed Use” standards in the routine design of neighborhood commercial projects.

PUBLIC ACTIONS

- Develop standards for shared access and interconnected parking when possible, improved front yard landscaping and street relationship, and alternative neighborhood access on foot or by bicycle.
- Support placemaking initiatives, enhanced landscaping, and other features that improve visual quality and reinforces neighborhood connections.
- In historic neighborhoods or special character areas, develop and adopt standards for site reinvestment and enhancements that strengthen street orientation and site and building quality.

LAND USE: CATEGORIES

Neighborhood Core - Mixed Use (NC MU)

CHARACTERISTICS

- A special subset of Neighborhood Core usually associated with Walkable Urban Neighborhoods.
- Designed for a high level of pedestrian/ bicycle /transit access with parking located behind buildings.
- In large, master planned developments, may be located off major streets and in the interior of the community.
- Often simulate "main street" character with buildings strongly oriented to adjacent streets and built close to the property line.
- Includes or is located directly adjacent to residential uses.

APPLICABLE EXISTING ZONING CATEGORIES

- F-VR Village Residential
- NC Neighborhood Commercial

GOALS

- Provide neighborhood commercial and support services to all residential areas.
- Recognize role of neighborhood cores as activity centers for residential communities.
- Provide access choice from residential neighborhoods to commercial cores, including non-automotive options.

DEVELOPMENT GUIDELINES

- Encourage walkability and planned relationships among separate buildings in multi-building projects.
- Relate and orient buildings to surrounding public streets, including direct sidewalk to front door access.
- Reduce visual impact of parking areas that separate buildings from streets.
- Emphasize fine grain design details and building interest for neighborhood compatibility and use site design techniques emphasizing connectivity for pedestrians and bicyclists.
- Incorporate residential uses into planned developments or in mixed use core areas, including live-work environments.
- Develop a high quality, human scale streetscape as part of development design; incorporate small and effective public spaces.
- Accommodate existing and future transit accommodations.
- Support incremental upgrades to existing properties to meet neighborhood goals.
- Maintain a mix of uses that address everyday needs.

PUBLIC ACTIONS

- Encourage mixed uses in neighborhood cores.
- Support extension of future transit service to emerging neighborhood cores.
- Develop special district plans or guidelines prior to development in growth areas identified as Neighborhood Core - Mixed Use on the Future Land Use Map.

LAND USE: CATEGORIES

Community Commercial / Retail (Com CR)

CHARACTERISTICS

- Major commercial destinations, with citywide and even regional market reach. Changes in retailing, including the growing importance of on-line sales, will affect mix of retail uses and character of these areas.
- Includes a variety of settings from North Grand Mall and large-format free-standing commercial.
- Usually auto-oriented with large parking lots, often sized to peak parking needs.
- Includes major commercial corridors, ordinarily along high traffic arterials - thoroughfares and boulevards.
- Includes commercial office areas.
- To date, typically found in single-use commercial environments.
- Typically separated from street by parking.
- Arterial or interstate visibility and access.

APPLICABLE EXISTING ZONING CATEGORIES

- CCN Community Commercial Node
- CCR Community Commercial/Residential
- HOC Highway Oriented Commercial
- NC Neighborhood Commercial
- PRC Planned Regional Commercial
- O-G Gateway Overlay Districts

GOALS

- Maintain viability as major elements of the Ames economy.
- Improve quality and user experience to maintain competitiveness.
- Increase efficiency of land use and improve environmental performance.
- Introduce new and more varied land uses where appropriate.
- Move away from solely auto-oriented design approaches.

DEVELOPMENT GUIDELINES

- Re-evaluate parking needs in light of changing consumer patterns and potential access via alternative transportation modes.
- Redesign large parking areas for better user orientation and pedestrian/bicycle access, reduce influence of parking.
- Improve street orientation and connection of building entrances to the public domain.
- Implement access management along corridors, reduce the number of curb cuts, and encourage interconnectivity of parking areas and shared access points.
- Provide secondary circulation where possible to separate local and through traffic streams.
- Improve the physical appearance and safety and functionality of transportation alternatives, including bicycles and other micro-mobility modes and transit.

PUBLIC ACTIONS

- Develop plans for upgrading major commercial corridors to address functional, aesthetic, and land use issues – access management, streetscape, multi-modal transportation, local circulation, and land use opportunities.
- Explore public/private partnerships to enhance existing major commercial assets.
- Develop secondary circulation ways to reduce local traffic on main corridors. Work with major establishments to interconnect parking lots.
- Encourage creation of a SSMID to help finance district wide improvements.
- Review commercial design needs and zoning regulations in light of changing consumer patterns.
- With changing retail markets, provide flexibility to permit the evolution of single-use large commercial projects into new retail formats and mixed use developments.

LAND USE: CATEGORIES

General Commercial (GC)

CHARACTERISTICS

- Wide variety of commercial uses, including non-retail commercial such as trade services and automotive sales and services.
- May also include more consumer-oriented uses and services.
- Also includes light and small-scale industrial.
- Sites may include substantial outdoor storage and activity.
- Utilitarian site use, generally minimum landscaping.
- Generally small to medium sites differentiated from larger industrial operations.

APPLICABLE EXISTING ZONING CATEGORIES

- HOC Highway Oriented Commercial
- PRC Planned Regional Commercial
  O-G Gateway Overlay Districts

GOALS

- Provide a compatible place with room to grow for a variety of commercial, automotive, and light industrial uses that are significant parts of the local economy.
- Limit impact of external effects from uses that generate negative visual and operational impacts.
- Allow space for small commercial and service uses, including non-retail commercial establishments, that benefit from locations along arterial streets.
- While allowing for a variety of uses that include service and light industrial uses, maintain commercial design standards that support higher quality community aesthetics and compatibility not ordinarily typical of industrial uses.

DEVELOPMENT GUIDELINES

- Improve street appearance to the degree feasible, with strategic landscaping, definition of parking areas and driveway access, upgraded building facades or features.
- Apply commercial design standards for compatibility and transitioning rather than industrial standards.
- Screen outdoor storage or minimize exposure from public right-of-way.
- Provide screening and landscaped buffering against any adjacent residential uses.

PUBLIC ACTIONS

- Complete reviews of general commercial corridors to identify access management and appearance improvement opportunities.
- Where possible, manage street access with shared driveways and parking/ service area interconnections.
- Improve appearance of public properties with industrial impact within these areas.
- Work with business owners on tactical improvements such as district identification, branding, and facade improvements appropriate to the nature and character of businesses. Develop a business manual illustrating possibilities for private reinvestment.

LAND USE: CATEGORIES

Core

CHARACTERISTICS

- Principal mixed use central districts and identifiable image centers for Ames: Downtown and Campustown.
- Variety of uses, with a focus on street-oriented "main street" retail, food and beverage establishments, civic and public facilities, offices, services, medium and high-density residential.
- Pedestrian orientation, with well developed sidewalk environments, often with enhanced streetscapes.
- Parking provided on-street or in public lots or structures, rather than by individual businesses.
- Major transit centers.
- Often includes locations that host special events, festivals, or other civic activities for the district or larger community.

APPLICABLE EXISTING ZONING CATEGORIES

- DSC Downtown Service Center
- S-GA Government
- CSC Campustown Service Center
- DGC Downtown Gateway Commercial

GOALS

- Maintain status as significant centers of public life and community.
- Continue to provide opportunities for business innovation and small business.
- Expand with a variety of new uses, including living environments, into underutilized surrounding areas, while reinforcing adjacent neighborhoods.

DEVELOPMENT GUIDELINES

- Continued investment and updating of the public environment as community destinations.
- Recognize areas as employment and activity areas, including support for nightlife.
- Reinforce design standards and goals with enhanced building materials, large windows, pedestrian orientation, and design articulation.
- Improvement of routes and facilities for alternative transportation, including bicycle infrastructure and parking; and comfortable and direct connections to the City shared use path system.
- Support for continued urban commercial and mixed use development.
- Support high intensity floor area ratios and minimum development intensity standards.
- Avoid prominent surface parking lots and plan for structured parking with new development and redevelopment.

PUBLIC ACTIONS

- Support marketing and management programs for maintenance, event programming, and district promotion.
- Update specific district development plans and design guidelines.
- Evaluate street sections to retain customer convenience including on-street parking availability to serve the broader community. Emphasize use by pedestrians and plan for bicyclists and users of micro-mobility modes.
- Allow high intensity infill development options that meet street level design objectives.
- Support Historic District design character for Downtown.
- Consider district expansion opportunities south of Main Street in Downtown and in carefully designated areas adjacent to Campustown. Establish a sharp edge to this redevelopment activity.
- Evaluate commercial options in light of changing online retail environment.
- Review existing ordinances and right-of-way use to maximize potential for outdoor dining as appropriate.

LAND USE: CATEGORIES

Employment (Emp)

CHARACTERISTICS

- Includes both general industrial areas and large-scale employment centers that are part of planned business or ISU Research Park.
- Mixes traditional manufacturing warehouse activities on the east side of the City and office and R&D uses in ISU Research Park and areas near South Bell.
- Can include high impact and heavy industrial uses.
- Older areas include single purpose industrial lots and relatively low-density site development.
- Planned facilities include large blocks and large sites.
- High truck traffic generation with good access to regional transportation facilities.
- City policy to focus most new large industrial development east of I-35.
- Service uses are clustered in Boone County and can be expanded with the West Growth Areas.

APPLICABLE EXISTING ZONING CATEGORIES

- GI General Industrial PI Planned Industrial
- RI Research Park Industrial
- II Intensive Industrial
- O-G Gateway Overlay Districts

GOALS

- Provide attractive and well-functioning settings for a range of industrial enterprises.
- Build on Ames' natural and historic strength in research.
- Minimize impact and external effects on City neighborhoods.
- Discourage industrial uses that are large resource users for water and sewer services with system capacity impacts.

DEVELOPMENT GUIDELINES

- Phase out small obsolete industrial clusters in primarily non-industrial areas, such as industrial pockets along the railroad.
- Use screening and landscaped buffering to address building scale and typical utilitarian appearance.
- Residential uses should not be permitted in these areas. Site design should provide separation and buffering between intense industrial and adjacent residential use.
- Apply aesthetic enhancements to sites along major corridors.
- Plan for improved pedestrian connectivity and access for alternative modes of transportation.
- Large sites may allow for incorporating green infrastructure, renewable energy, or other GHG reduction and sustainable design techniques to existing site and development in new employment areas.
- Focus Research Park uses on R&D and office with high employment intensity.
- Ensure truck traffic and transportation capacity is adequately addressed in siting new large industrial facilities.

PUBLIC ACTIONS

- Implement infrastructure and transportation projects necessary to open the East Industrial area.
- As East Industrial, Prairie View, develops out with large uses, evaluate options for smaller industrial sites and locally serving commercial uses. Large format retail is not permitted.
- Use economic development tools and standard to support resource and environmentally conscious uses, minimize water and sewer capacity demand.
- Support commuter transportation alternatives to single occupant automobiles.
- Adapt zoning to provide for large manufacturing facilities based on automation.
- Differentiate zoning for business park use types from individual general industrial uses oriented to small or independent businesses.
- East scenario Tiers 3 and 4 have planned residential uses adjacent to industrial uses north of the railroad. Consider future compatibility of use and traffic levels with industrial. Development options north of the railroad.

LAND USE: CATEGORIES

Redirection (Redir)

CHARACTERISTICS

- Opportunities for major redevelopment.
- May include a variety of current uses, including low-density or scattered residential, small industrial uses, transitional or interim commercial uses, storage, and other marginal activities.
- In many cases, location near major activity centers or community features produce a market demand for intensified land use.
- Currently low intensity of use areas.

APPLICABLE EXISTING ZONING CATEGORIES

- Maintain zoning appropriate for the existing use, while understanding that the overlay designation recognizes that this is likely to change in the future.

GOALS

- Identify on the Land Use Map preferred areas for intensification to meet housing, commercial, and aesthetic character goals of the city.
- On redirection sites, encourage development that provides housing, services, and other features that are attainable for people across Ames' income spectrum.
- Enhance transit, bicycle, and pedestrian access and usage by increasing development designed for higher density, mixed uses, and active transportation modes.
- Understand that redevelopment is an evolving process, with actual implementation occurring throughout the life of this plan. Existing uses may be incorporated into projects, and their complete redevelopment or approval is not necessarily intended or required to meet the goals of this designation.

DEVELOPMENT GUIDELINES

- Support private land assembly and redevelopment activity.
- Ensure public infrastructure supports desired redevelopment intensity.
- Incorporate important existing community assets in redirection proposals, including existing strong businesses and important structures.
- In new residential redevelopment, encourage housing variety, income diversity, and other design and economic development goals.
- Consider options with specific plans and guidelines for how to include attainable housing for lower income households when using financial assistance to encourage redevelopment.
- Redirection areas with civic or public land designation will require a Future Land Use Map amendment prior to rezoning for any use other than RN-3 with single-family zoning.

PUBLIC ACTIONS

- Develop and implement subarea concept plans to guide future development and decision-making.
- When applicable, make surplus public properties available to developers.
- Require master development plans of private developers working with redirection areas.
- Identify potential development incentives necessary to realize the goal for redevelopment areas, including public improvements, assistance with land assembly where possible and site preparation, and tax increment financing for redirection projects that meet city development priorities.
- Maintain current zoning categories with overlay district designation, signaling future changes in category.
- Monitor infrastructure quality and availability with potential redevelopment in redirection areas. Evaluate infrastructure to determine capacity to support land use intensification.

LAND USE: CATEGORIES

Urban Corridor

CHARACTERISTICS

- Major strategic arterial corridors, initially on Lincoln Way but potentially extending to avenues, mixed use avenues, boulevards, and thoroughfares.
- Connect regional, community, and neighborhood mixed use nodes.
- Auto-dominated public environment and typical development pattern, emphasizing visible parking and road access. Typically include CyRide service.
- Potential for denser redevelopment with more efficient site design, reuse of unnecessary parking, infilling of left-over sites.
- Dominant commercial uses, but may include residential and sometimes maker and service uses. Older lower-density residential can be in poor condition.
- Different community roles and business mixes, with high public visibility.

APPLICABLE EXISTING ZONING CATEGORIES

- O-LMU Lincoln Way Mixed Use Overlay District as a pattern for other corridors

GOALS

- Increase diversity of uses along major corridors and recognize their potential as mixed use urban districts.
- Encourage positive evolution of corridors through application of Corridor Urbanism principles: respect for past development patterns and existing businesses; increasing the number of people living along appropriate corridors; capitalizing on opportunities presented by oversized parking lots, vacancies, and underused sites; improving transportation function for all modes; and enhancing the street environment.
- Increase connectivity and improve accommodation for active transportation modes along major streets.

DEVELOPMENT GUIDELINES

- Manage street access and increase parking efficiency by consolidating access points, interconnecting parking lots, and sharing common access points.
- Incorporate medium- and high-density residential use on underused sites, unnecessary parking areas, and gaps along corridors, including Lincoln Way.
- Re-purpose aging and outdated buildings.
- May require specific development plans that establish intensity and density ranges for different contexts.
- Improve pedestrian connections from public domain to business entrances.

PUBLIC ACTIONS

- Complete corridor development plans using the Lincoln Way model for other candidate corridors. Re-evaluate parking requirements and design standards.
- Create a new mixed use urban corridor zoning base or overlay district, reflecting permitted uses and revised standards.
- Improve accommodations for transit users on key routes, with shelters/stations, arrival information, bicycle parking, and other amenities.
- Reinvest in the public street environment. Organize corridors increasingly as “districts” with common theming, promotion, and maintenance.
- Consider development incentives for development projects consistent with specific corridor plans.

LAND USE: CATEGORIES

Near Campus Overlay

CHARACTERISTICS

- Strong influence of ISU campus affecting land use demand and development pressure on the area.
- Existing neighborhoods of various density and campus related high-density residential in blocks adjacent to campus. Transitions to lower-density neighborhoods with single and mixed-density environments.
- Concentrations of off-campus student housing in single-family structures.
- Frequent land use issues at interface of student housing environments with surrounding neighborhoods.
- Connected street grid with some interruptions.
- High-density of CyRide service.
- Boundary conditions are currently covered by near campus residential regulations

APPLICABLE EXISTING ZONING CATEGORIES

- RL Residential Low-Density
- RM Residential Medium-Density
- RH Residential High-Density
- UCRM Urban Core Medium-Density
- O-UIE University Impacted Overlay East
- O-UIW University Impacted Overlay West

GOALS

- Recognize the diverse mix of neighborhood occupants, but use zoning and design requirements to maintain the housing character and quality of the area.
- Support a heterogeneous neighborhood that is strengthened by a mix of residents.
- Developing clear edges and transitional standards to moderate near off campus-related densities to protect adjacent traditional neighborhoods.

DEVELOPMENT GUIDELINES

- Establish design guidelines for single-family homes and other attached housing structures.
- Establish a form-based transitional area to manage redevelopment of older structures.
- Support reinvestment in single-family homes and higher levels of owner occupied single-family housing.

PUBLIC ACTIONS

- Establish a new overlay district or amendments to the existing University Impacted District overlays to incorporate revised guidelines.
- Because encroachment of additional high-density uses is not planned for existing areas in the University Impacted District, remove the zoning overlay district in areas where dominant campus-related use is well-established. These include certain areas along Lincoln Way, Campus Avenue, and Wood Street.

LAND USE: CATEGORIES

Hospital / Medical Special Area

CHARACTERISTICS

- The hospital is a long established use in the area and provides a vital service to the community and region.
- Typical uses associated with the hospital emergency room medical treatment (ER) outpatient diagnostic and surgical centers and special treatment facilities that involve extended stay. Ancillary medical uses include out-patient clinics, offices , laboratories, teaching facilities, meeting areas, cafeterias, maintenance facilities, housing facilities for staff or trainees, and gift and hospitality shops.
- McFarland Clinic is the largest private medical facility in the area, but there are also other medical office uses as well.
- Expansion of the hospital and the medical offices in the past has involved displacement of several residences.
- The area has substantial volumes of traffic and activity due to its traffic and activity on two arterial streets and the nature of the uses. The area has good transit access. The mix of medical uses in the area also have high levels of pedestrian activity between them.
- The scale of the facilities in size and appearance are markedly different than the homes that abut them.

GOALS

- Efficiently utilize the existing hospital-medical campus to minimize future expansion demands that would pressure conversion of existing residential property to commercial uses.
- Direct new medical service facilities toward alternative commercial locations.
- Consider possible detrimental impacts to adjacent residents and neighborhoods with any expansion of hospital-medical facilities.

DEVELOPMENT GUIDELINES

- Vertical building expansion is supported in lieu of horizontal expansion.
- Landscaping, screening and buffering requirements for the purpose of providing a transition between the Hospital Medical Special Area and adjacent residential areas.
- Building and site investments in upkeep and maintenance of existing facilities and site that support the community needs.

PUBLIC ACTIONS

- Accommodate the hospital's primary functions through intensification of the present site. This may inquire zoning changes with reduced setbacks that support urban design principles along Duff Avenue.
- Continue to minimize impacts to adjacent residences and neighborhoods by applying architectural transition standards and utilizing landscape buffers. Redevelopment of sites or parking areas shall include landscape enhancements to the extent feasible.
- Support primary access points from arterial streets rather than from local streets to reduce traffic levels in residential areas.

PROJECT REVIEW PROCESS - MIXED USES

The Future Land Use map displays an overall development vision and policy framework for the City. On a day-to-day basis, this vision is largely implemented through zoning. Traditional zoning divides the city into districts that regulate what specific parcels can be used for and how they can be developed. "Compatibility" is a critical principle of these regulations, and one of the primary purposes of the nation's first zoning ordinance (New York City, 1916) was to separate residential from industrial land uses to protect public health and safety. Compatibility can be thought of as the degree to which different uses and types of development can exist and function comfortably next to or in the vicinity of each other.

Zoning and the compatibility criterion have been used in various ways over the 105-year history of its use in America.

Although single-purpose zones served a valuable purpose by separating incompatible uses and reducing the effects and sometimes hazards historically raised by these conflicts, they often excluded other traditional and acceptable uses. Single-use zones that separate residential, commercial, and employment areas sometimes discourage the more diverse and walkable/bikeable communities that people increasingly prefer. They also can produce more dispersed land use patterns that are more expensive to serve and more dependent on automobile transportation.

Ames Plan 2040 strives to address a broad array of needs in the land use designations. Land use regulations that build on the base of the city's existing districts can implement these concepts by allowing a more diverse range of uses. Revisions are based on the idea that diversity has positive benefits and that compatibility does not mean uniformity. They can provide new tools that address design quality and operations of certain uses and their adjacency to other established uses.

Conventional future land use plans, like conventional zoning districts, typically designate different areas by single uses - residential, commercial, industrial, and so forth. This creates a relative correspondence between the plan and zoning decisions. But more contemporary plans like Ames Plan 2040, which are more concerned with character and policy, include district designations that accommodate a variety of uses.

Ames also has a robust array of zoning tools, many of which are sensitive to specific settings in the city. This provides a solid regulatory base for implementing a character-based, flexible land use plan. Adjustments to zoning categories will occasionally be needed to ensure that different uses are compatible with one another.

For example, a small retail or convenience service use may be perfectly welcome in a residential area, but its design should limit the impact of cars on the neighborhood. Similarly, different types of housing construction may be acceptable within a single residential area, but placing a six-story building next door to a single-family home will almost inevitably present a problem for the owner of the house. These transitions must be managed to administer mixed use areas successfully and provide both guidance and flexibility for decision-makers and developers, and reasonable protections for residents.

Relating Plan to Projects

Planners often say that a land use plan is implemented by zoning. But over the course of two decades, thousands of private and public investment, development, and review decisions actually form growth and change in the city. An effective land use plan, together with land development ordinances, provide both a coherent vision to guide those decisions and the review that public decision makers carry out to maintain and mold that vision. Ultimately, the vision rises or falls through the execution of individual projects.

This section then is intended to provide a bridge that connects the land use plan, zoning, and the review and approval of individual projects. This matrix can apply as interim framework upon adoption of Plan 2040 and guide future zoning ordinance updates. It also can be used to analyze zoning and land use policy changes.

PROJECT REVIEW PROCESS - MIXED USES: PLAN COMPLIANCE

This framework addresses:

- The relationship between the Future Land Use Plan and Zoning categories.
- Evaluation of the compatibility of new land development proposals with pre-existing development in mixed use areas.
- Methods that can increase the compatibility between different types of uses and projects that comply with the land use plan but which could introduce conflicts.

The project review and approval process raised by these three key points can be thought of as three specific evaluative "tests," designed to realize the benefits of a mixed use philosophy while avoiding its potential problems:

- **Test One.** Is the proposed project within the range of zoning districts that correspond with the Future Land Use Plan category?
- **Test Two.** Is the project generally compatible with adjacent or surrounding developments and located along an appropriate type of streets, as defined by the Complete Street Typology?
- **Test Three.** If there is a potential incompatibility, can the project be modified or designed in a way that makes it compatible?

TEST #1: Plan Compliance and Zoning Districts

The Ames zoning ordinance establishes 23 base zones, four floating zones, and 12 overlay zones. Base zones identify the predominant use of each district – agricultural, residential, commercial, industrial, and special purpose. Floating zones apply to areas identified as "urban residential" in the Ames Urban Fringe Plan and provide special flexibility for the design of new residential developments. These will carry over into the growth areas defined by this plan. Overlay zones combine with base districts to establish additional regulations and guidelines in areas of special importance to city character or the environment. The policy tables presented on pages 50 through 67 display the existing zoning districts that apply to each category in the Future Land Use Map. It is important to note that the land use plan is ***not*** a zoning map: in fact, most of the land use categories in the Future Land Use Plan include more than one zone.

Test One then relates the Future Land Use Plan to the City's Zoning Map for the purpose of determining whether a development proposal complies with the comprehensive plan. The table on the next page displays the Future Land Use Plan's development categories with the zoning districts that they typically contain. In general, these zoning designations and their specific provisions are consistent with the intent of these categories in the land use plan. Thus, a project that is properly zoned or requires a rezoning to a district consistent with the table passes the first test of plan compliance. The table includes two levels of zoning/land use consistency:

- **Primary Consistency.** These reflect the principal zones appropriate to the specific Future Land Use category. For example, the RL (Low-Density Residential) zone is the primary district for the RN-2 (Established Neighborhood) Future Land Use plan category.
- **Provisional Consistency.** This level expresses the mixed use character of the plan categories. The densities and uses permitted by these zoning designations stretch into higher density or intensity uses that can enhance diversity, urban activity, and character in these city regions. However, they require certain conditions to be compatible with their neighborhood context. An example of such a provisional consistency is a project requiring NC Neighborhood Commercial zone in the RN-2 (Established Neighborhood) category. These conditions include:
  - Location along or near an appropriately classified street in the Complete Streets Plan, including thoroughfares, boulevards, avenues, and mixed use avenues.
  - Adjacency to an existing similar intensity zone or development.
  - Modifications or special features in the development design that make the proposed project compatible with its surroundings, despite their difference in density or use.

PROJECT REVIEW PROCESS - MIXED USES: PLAN COMPLIANCE

RELATING LAND USE CATEGORIES AND ZONING DISTRICTS: DETERMINING PROJECT COMPLIANCE WITH AMES PLAN 2040

		ZONING DISTRICTS																				
		Ag	Residential					Commercial									Industrial			Special			Floating / Overlay
		A	RL	RM	UCRM	RH	RLP	NC	CCN	HOC	PRC	CCR	CVCN	DSC	CSC	CGS	GI	PI	RI	S-HM	S-GA	S-SMD	
LAND USE CATEGORIES	Open Space	■																			■		S-GA, O-E
	Urban Reserve	■	■																				O-SFC, O-E
	Rural Character	■	■																				O-SFC, F-PRD
	RN-1 (Traditional)			■	■	□	□	□															O-SFC, O-H, O-UIE/W
	RN-2 (Established)		■	■		□	□	□															O-UIW, O-UIE, F-PRD
	RN-3 (Expansion)		■	■		□	□	□					□										F-PRD, FS-RL,
	RN-4 (Village)		■	■		■		■	□			□											F-VR
	RN-3 (Multifamily)			■			□	■				□	■			□							F-PRD, FS-RL,O-LMU
	Neighborhood Core					□		■					■			■							O-LMU
	Neighborhood Core MU			■		■		■					■			■							O-LMU
	Community Commercial			□		□		■	■	■	■	■	■			■							O-GSE, O-GSW
	Core													■	■								S-GA
	General Commercial							■	■	■			■			□	□						O-GSE, O-GSW
	Employment-Planned							□		□	□		□				□	■	■				O-GNE
	Employment-Industrial							□		□	□		□				■	■	■				
	Redirection (O)		□	■		■		■	□			□	■			□		□	□			■	-
	Urban Corridor			■	■	■		■	■	□	■	■	■										O-GNE
	Near Campus (O)		■	■		■		□															O-UIE/W
	Medical (O)																			■			
	Civic-University																				■		
	Civic																				■		
	Other Public Facilities																□				■		

■ Primary Consistency
□ Provisional Consistency

PROJECT REVIEW PROCESS - MIXED USES: TESTING COMPATIBILITY

TEST #2: General Compatibility

Mixed use districts, based on character and a level of diversity, will sometimes place different types of development next to each other. These adjacencies should be harmonious rather than conflicting. Accomplishing this flexibility while protecting pre-existing or planned development involves two items:

- Identifying the degree and nature of potential incompatibilities.
- Proposing ways to mitigate these potential conflicts.

The degrees of potential incompatibility, when it exists, include:

- **Minor.** Possible issues can be remedied or minimized by site design, traffic mitigation, and building design and scale.
- **Substantial.** Differences in scale or external effects that require major measures to reduce impact to acceptable level.
- **Major.** Differences or impacts that are so great that the project should not proceed under normal circumstances.

Potential incompatibilities fall into four categories:

- **Density/intensity.** Differences in the amount or density of proposed development and its relationship to neighboring properties. A potential example could be a proposed townhome project in a low-density single-family neighborhood.
- **Building scale, size, and site design.** Significant differences between height and scale of a proposed project and adjacent properties. An example would be a three-story building proposed on a street lined with one- or two-story existing buildings, or a large grocery store in a commercial area of smaller buildings.
- **Traffic.** Potential conflicts generated by differences in the amount, timing, and routing of traffic generated by a proposed project and existing uses. Examples might include a child care business in a residential area.
- **Operations.** These potential conflicts are caused by operational characteristics such as noise, light, hours of operations, emissions and odors, and storm drainage onto surrounding properties. A possible example would be a neighborhood ice cream shop on a street corner adjacent to houses.

These potential incompatibilities can all be managed for the benefit of their adjacent neighborhoods. The Compatibility Matrix is the first step, helping to define the extent and type of potential conflict that exist between a proposed project and its neighbors. It provides guidance on when or if mitigation or special design features can make different land uses or intensities compatible with one another. The categories shown in the matrix represent a scale, with actual ranges of intensity to be worked out during the process of drafting and approving ordinance changes.

Using the Matrix

In the project review process, the matrix helps define potential areas of incompatibility that should be addressed by the design and operation of the proposed use.

An example of its use would be a project review of a retail building, classified as “commercial low,” proposed on a site in a mixed use district adjacent to a medium-density apartment development, classified as “residential medium. The matrix indicates that the proposed project presents the possibility of “minor incompatibility” and the primary issues that need to be addressed are traffic, building scale, and site design. This then helps the proposer craft a plan and design that addresses problems in advance.

PROJECT REVIEW PROCESS - MIXED USES: TESTING COMPATIBILITY

COMPATIBILITY MATRIX - EXISTING USE

		RESIDENTIAL			OFFICE			COMMERCIAL			INDUSTRIAL		MIXED USE		
		Low	Med	High	Low	Med	High	Low	Med	High	Low	High	Low	Med	High
RESIDENTIAL	Low														
	Med	D,B													
	High	D,T	V D,T												
OFFICE	Low	B,T													
	Med	B,T	B,T												
	High	B,T	B,T	B,T											
COMMERCIAL	Low	B,T	B,T												
	Med	B,T,O	B,T,O	T,O											
	High	D,B,T,O	D,B,T,O	B,T,O											
INDUSTRIAL	Low	D,B,T,O	D,B,T,O	B,T,O	B,O	B,O	B,O	B,O	O						
	High	D,B,T,O	D,B,T,O	D,B,T,O	B,T,O	B,T,O	B,O	B,T,O	O	O					
MIXED USE	Low	D,B,T,O	D,B,T,O	B,T,O							B,T,O	B,T,O			
	Med	D,B,T,O	D,B,T,O	B,T,O							O	O			
	High	D,B,T,O	D,B,T,O	B,T,O	B,T,O			B,T,O			O	O			

DEGREE OF COMPATIBILITY

- Compatible
- Minor Potential Compatibility
- Substantial Potential Incompatibility
- Major Potential Incompatibility

TYPES OF INCOMPATIBILITY

D	Density / Intensity
B	Building Scale and Site Design
T	Traffic
O	Operational

Compatibility Definitions

The illustrative compatibility review matrix shown at left displays general use types that encompass the great majority of project proposals - residential, office, commercial, industrial, and mixed use. It then defines three intensity or impact ranges - low, middle, and high. Criteria that define these ranges should be consistent with Ames' zoning categories and development regulations, with details to be worked out during the implementation process. General variables to consider in determining these categories might include:

Residential. Building type, residential density

Office. Building height and footprint area, height, floor area ratio, impervious coverage

Commercial. Building footprint, floor area ratio, traffic generation, proposed business targets, impervious coverage, hours of operation

Industrial. Types of industry, external operating effects, outdoor storage, building size, traffic characteristics including truck movements

Mixed Use. Building footprint and height, floor area ratio, dominant use and overall mix

PROJECT REVIEW PROCESS - MIXED USES: INCREASING COMPATIBILITY

TEST #3: Increasing Compatibility

When potential incompatibilities emerge between land development proposals and pre-existing development, various techniques and design modifications should be employed to compensate. This section proposes examples of mitigation measures that can resolve potential conflicts which are consistent with the overall objectives and guiding principles of the Land Use Plan. Mitigation measures represent a starting point for implementation.

BELOW: Building stepdown diagram. *Three story multifamily building steps down to two stories adjacent to existing single-family homes.*

DENSITY/INTENSITY

D1: Density Stepdowns. Step down residential density (measured by units per acre) from the higher intensity to the lower intensity area.

D2: Buffers. Use landscaped buffers to reduce conflicts between adjacent land uses of different densities including commercial and industrial land uses from adjacent residential property. Landscape buffers should increase in horizontal distance as visual and operational incompatibilities increase. Vertical features such as ornamental fences and landforms may reduce the necessary width of buffers.

D3: Screening. Use dense landscaping, evergreen materials, and "green" walls or fences to make edges of potentially incompatible land uses less visible from one another. At edges of developments, reflect the patterns of buildings, yards, paved areas, and streetscape displayed by adjacent pre-existing development.

D4: Public Realm. Incorporate streetscape amenities along street frontages. These amenities may include street trees and street landscaping, green corridors, exterior windows and storefront details, street furniture, thematic lighting, medians, and enhanced sidewalks.

D5: Location of Uses. In mixed use projects, locate land uses similar to adjacent existing uses at project boundaries. For example, when a project containing both residential and commercial uses adjoins a residential area, development near the existing residential area should be residential.

D6: Amenities that Benefit Neighborhoods. Provide neighborhood convenience features like services and food that serve pre-existing development.

BUILDING SCALE AND SITE DESIGN

B1: Building Mass Transitions. Place building elements with greater mass and height away from pre-existing structures with lower-density or height.

B2: Single-Family Adjacency. Minimize the mass of buildings that directly face single-family structures.

B3: Visual Impact. Reduce the visual impact of larger or higher density buildings that directly face smaller, pre-existing buildings by using larger setbacks than those prevailing on the street and including design and elevation features that give the effect of reducing the mass of the building and which complement adjacent, lower-density development.

B4: Size Transitions. At transitions to lower-intensity areas, step buildings down to a scale (building bulk, footprint size, and height) consistent with surrounding development.

B5: Rooftop Equipment Screening. Screen rooftop mechanical equipment from public view.

B6: Human-Scaled Details. At edges with pre-existing, lower-intensity residential uses or densities, use features such as bays, insets, porticoes, porches, stoops, variations in wall planes, gables, balconies, and other features to maintain residential scale.

B7: Drive-Through Services. Screen drive-through services and integrate screening into the overall design of buildings and landscaping. Contain the visual impact of these service functions from adjacent public streets and neighboring residential properties.

B8: Consistent Site Features. Adjust yards, landscaping, and building setbacks to reflect patterns in adjacent, lower-intensity residential areas.

B9: Parking Lot Scale. Use landscape, pedestrian ways, bioswales, and parking design to divide large parking lots into smaller blocks.

PROJECT REVIEW PROCESS - MIXED USES: INCREASING COMPATIBILITY

B10: Parking Lot Location. Locate parking lots outside of the area of the site between a public street and the building to reflect development patterns of adjacent pre-existing residential development.

B11: Buffered Parking. Use landscaped buffers to reduce the impact of parking facilities on adjacent residential areas.

B12: Interior-Directed Residential Parking. Provide most parking in the interior of multifamily residential projects rather than between buildings and the street, using residential buildings to define the street edge.

B13: Signage. Use building or business signage that contributes naturally to the primary façade design. Recommended sign types include but are not limited to small projecting signs in historic contexts or as part of a comprehensive project sign plan; wall signs using individual letters, awning signs, and attached accent or thematic signs using contemporary materials such as neon or LED's.

B14: Lighting Design. Design lighting of commercial and industrial signage to minimize impact on adjacent residential areas.

B15: Environmental Resources. Preserve environmental resources, including drainageways and swales, mature trees, wetlands, and prairies and grassland areas.

B16: Stormwater Management. Encourage stormwater management features (including retention and detention basins, swales, surface drainageways, constructed wetlands, and greenways) to be located, designed, and managed to provide visual amenities or entryway features, or to provide opportunities for passive recreation.

B17: Stormwater in Parking Lots. Use best stormwater management practices in parking lots. Limit the amount of continuous paving with landscaping and/or stormwater management features.

B18: Service Areas. Avoid locating service areas, outdoor storage, equipment, loading docks, and other building services next to and visible from residential uses.

TRAFFIC

T1: Location along Major Streets. To the maximum degree possible with good project design, orient higher intensity uses to appropriate street types, consistent with the Complete Streets Plan – thoroughfares, boulevards, mixed use avenues, and avenues.

T2: Traffic Routes. Provide means of access to residential areas that avoids requiring residents to use arterial streets for short-distance trips.

- Avoid channeling traffic generated by higher-intensity uses onto local or residential streets except as part of comprehensively planned, mixed use projects.
- Make maximum use of internal cross-easements and shared access points between or within individual projects when possible.
- Use traffic calming techniques to reduce speeds between adjacent properties.
- Connect buildings on the site with internal streets and drives, and pedestrian connections and pathways to prevent unnecessary local traffic in adjacent areas.
- Establish routes that direct traffic from more intensive uses away from local streets.
- Use street design techniques that logically direct traffic along desired access routes.

T3: Transportation Alternatives. Utilize site designs, building groupings, and site features that accommodate and encourage the use of transportation alternatives, including pedestrian, bicycle, and public transportation. Examples of techniques include continuous walkways from public sidewalks, transit stops, and multi-use paths and trails to building entrances; use of durable surface materials to define pedestrian routes and crossings; and visible and convenient bicycle parking facilities.

T4: Connectivity. Increase street connectivity to reduce reliance on single routes for access.

OPERATIONAL IMPACT

O1: Containment of Effects. Contain operating effects (including noise and odors) of high-intensity uses within building walls to the maximum degree possible and at least within site boundaries.

O2: Vertical Screening. Use vertical screening to block visual effects of high-impact components such as mechanical equipment and service areas.

O3: Illumination. Direct light generated by higher intensity uses, including direct illumination of parking and service areas, signs, and structures, away from adjacent residential areas and public streets.

O4: Drive-Through Services. Screen drive-through services and integrate screening into the overall design of buildings and landscaping. Contain the visual impact of these service functions from adjacent public streets and neighboring residential properties.

O5: Sound Insulation. Reduce noise using additional wall insulation or mass, plantings, fences and walls, and strategic placement of openings.

URBAN FRINGE: ANNEXATION AND FRINGE AREA

Growth at the Edge

The previous sections of this chapter focused on a Growth & Land Use Vision for the Ames urbanized area of 2040. The growth section established basic principles and identified the planned growth areas necessary to meet the emerging needs for the next twenty plus years, accommodating population growth of about 15,000 people. The land use section presented basic guiding principles and a future land use plan for 2040, based largely on character and function-based development categories, along with goals, policies, and actions for each category.

Much of the land area covered by the land use plan is built up and within the corporate limits, but realization of the growth plan will require significant annexations to expand the urbanized area of Ames. In addition to annexation policies, Ames maintains a two-mile extraterritorial subdivision jurisdiction and cooperative planning area, consisting largely of open space and agricultural uses, with some built up rural development areas, such as northeast of Ames. This "Urban Fringe" area was the subject of a cooperative planning effort completed in 2006 that involved the cities of Ames and Gilbert and Boone and Story Counties. This section is intended to address annexation of growth areas and provide an updated policy framework to the 2006 document.

Growth Areas and Annexation

In review, the Ames Plan 2040 process focused on four growth directions: north, south, east, and west/southwest. A northwest growth option, previously proposed by the City's *Land Use Policy Plan* of 1997, was removed from consideration because of the extensiveness and cost of infrastructure improvements. In addition, a southeast growth area, south of Highway 30 and east of I-35, is not in the line of probable development during the planning period, but holds long-term promise that could be unlocked by a new trunk line sanitary sewer and a south interchange, described elsewhere in Plan 2040.

The Future Land Use Map depicts the general layout of uses and infrastructure for the four primary growth areas and sets expectations for types and intensities of uses to meet the community needs and use resources efficiently. The precise delineation of uses will occur through the application of zoning districts that address more detailed information on specific uses and development patterns. The Future Land Use Map guides decision making for zoning and is in and of itself not considered to establish a right to a specific zone or use.

The projected growth areas were then divided into four development tiers, based on infrastructure availability. Tiers 1 and 2 incorporate areas served by incremental extensions of existing lines, while Tiers 3 and 4 build on that base to achieve full maturity. The criteria for annexation do not dictate a precise order for development, but instead outline factors that will affect the timing and desirability of annexation in the future.

The City's capital improvement planning is based largely upon growth within these four growth areas and their development tiers. Extensions of water, sanitary sewer, parks, and roads are all needed for full build-out of each of these growth areas. This informs the Capital Improvement Plan (CIP) programming, but it does not in and of itself commit the City to the extension or timing of specific infrastructure at the City's cost. Indeed, much of the infrastructure and improvements identified within a growth area will be the obligation of a property owner or developer and in some instances in coordination with the City.

Each of the planned expansion areas includes a detailed discussion of needed infrastructure and desired outcomes. At the time of annexation the City will identify the relationship of the annexation to the scenario analysis and consider developer proposals for infrastructure extensions. The City will ensure that the extensions are logical and beneficial to overall goals for the area and not just for the convenience of one development project.

The City's priority for development is incremental growth that builds upon prior improvements and improvements funded through developer based construction. In some circumstances, the City may find an investment in "up-sizing" or completing critical connections is vital to the long-term success of the City and its expansion through partnering with developers or moving forward with pioneer infrastructure. This Plan does not specify timing or investment obligations by the City as it will be addressed through the City's CIP. The City will include an infrastructure extension program in

URBAN FRINGE: ANNEXATION AND FRINGE AREA

the CIP to plan for coordinated improvements, but funding and timing will be an annual decision with the CIP budget approval.

Pioneer infrastructure and oversizing interests will be addressed by the City based upon general benefit to the City and its expansion into a defined area. Timing is a critical component to having the City participate in extensions of infrastructure. City participation may include the use of development agreements for offsetting projects, connection districts, street assessments, or financial incentives based upon City policy. If a desired project is not within the 5-yr CIP a developer would need to request changes in timing or begin the project as a developer project.

The City is not conferring a development right to property owners or obligation upon the City to make infrastructure available at any specific time or cost during the planning horizon of the Plan. This means that only upon rezoning and subdivision approval, when infrastructure adequacy and specific uses are evaluated, is there certainty in how to proceed with development.

Annexation of Lands Other than Growth Areas

In addition to the larger Growth Area Scenario analysis, there may be instances where individual properties abutting the City will also be appropriate to be annexed, to meet the needs of a growing City. These properties should be viewed in the light of their immediate serviceability or development potential compared to long-term prospects coordinated within the planned growth areas. Large areas of annexation, for example exceeding a quarter section, will require a determination of timing consistency with planned infrastructure and the vitality of the planned and emerging growth areas, meaning the areas should not directly undermine planned growth areas viability for build-out in a predictable or sustainable economic manner. Annexation of other areas may be justified due to readily available infrastructure, a large master planned community approach with a development partner, or a lack of investment or development in targeted areas and need for additional land development options.

Fringe Area Policies

Ames has subdivision authority based upon state law for areas within two miles of its municipal limits, referred to as the Urban Fringe. Effective management of the Fringe is essential to planning future growth options and ensure that non-urban development practices do not negatively affect the City of Ames. In addition, preservation of natural areas and development practices compatible with agricultural needs is critical to the general well-being and welfare of the City of Ames and Story and Boone Counties.

Ames, Gilbert, and Story County have coordinated the management of the Fringe since 2011. The current agreement is based upon a 2006 Ames Urban Fringe Plan that identified policies for various issues that included agricultural preservation, natural areas, rural residential development, and the expansion of Ames and Gilbert through annexation. City policy is to continue to plan for the Fringe area, to work in a this cooperative planning effort with Story County, and to look to expand the joint planning and subdivision review authority coordination with Boone County as well.

The City's primary interests are planning for areas around the City as Urban Reserve based upon future opportunities for growth and urban services. Limited expansion of growth in the Fringe helps to meet other goals for managing natural resources and county infrastructure capacity as well. An agreement with the Counties helps to streamline policy and project review for the Fringe to help focus on City priorities in the Fringe and add design requirements that address future compatibility and service needs related to rural development.

URBAN FRINGE: POLICY FRAMEWORK

Guiding Principles for the Urban Fringe

The following policies can form the foundation for a new and more detailed Fringe Area Plan as Part of Plan 2040 and helps coordinate multi-jurisdictional land use and subdivision planning and administration in the Ames jurisdiction.

MULTI-JURISDICTIONAL PLANNING

J-1: Designated Limited Area for Rural Development. Designate areas of existing rural development and limited areas for new rural development as they relate to future potential expansion for the City. A fundamental objective is for new development to occur within an urbanized area, limiting impacts to rural uses and providing urban infrastructure and services that support a compact and efficient development pattern for urban services.

J-2: Regional Partnerships. Work on regional partnerships for mutually beneficial planning of recreational uses, conservation areas, and watershed management.

RURAL DEVELOPMENT AREAS

RD-1: Existing Development. An Existing Development designation applies to previously developed areas of varying density below three dwelling units per acre. These areas were primarily developed through rural subdivisions and lack urban infrastructure. They are subject to county zoning for limited levels of residential development. Only limited development of existing lots or minor subdivisions of existing lots with existing zoning are anticipated during the life of this Plan. Minimum lots sizes should reflect the rural character of the area and limited infrastructure capacity to support development intensification. Annexation of these areas is undesirable due to the low-density of development and minimal infrastructure improvements. These developments fall under the Rural Character category of the land use plan.

RD-2: New Rural Residential. Rural Development Areas reflect county planning interests and are limited to areas that are well beyond the potential Urban Reserve areas and City limits. Designation of this land use should consider impacts to infrastructure, adjacent agricultural uses and natural areas; changes to storm water runoff and drainage basins; and cumulative effects of development near other cities on county and state highways. The low suitability of the site for agricultural uses due to a CSR score or a LESA score does not alone justify change of use to rural development. County zoning will vary for density and use, typically a rural subdivision would be limited to a minimum of 1 unit per net acre and a maximum density of 2.5 units per net acre and are to be developed as a subdivision plat. The City will review infrastructure needs for rural development and consider case by case waivers of urban infrastructure standards.

RD-3:Rural Non-Residential Development. Certain areas adjacent to the City but in the county may include activities such as mining that are not desirable as an urban use or typically compatible with surrounding uses. In addition, limited areas of pre-existing commercial or light industrial uses occur within two miles of the City. The largest such areas are within Boone County. The Fringe Area recognizes these existing uses. However, further expansion of these non- residential uses is undesirable, especially within the growth areas where they can impact the future plans for City expansion. Further development in these existing areas will be limited by current infrastructure improvements. The City will review infrastructure needs for rural development and consider case by case waivers of urban infrastructure standards.

AGRICULTURE AND NATURAL AREAS

AG-1: Agricultural Preservation. Agricultural areas are designated to preserve appropriate land for farming and limit the encroachment of residential and other uses into these areas. Land divisions are permissible only to allow for splitting off an existing homesite or farmstead from a farm area. Minimum lot sizes are proposed at 35 acres matching Story County A-1 zoning standard.

AG-2: Natural Area Conservation. Natural areas include sensitive areas of natural habitat, steep slopes, and waterways. Creation of new parcels within these areas for new development is prohibited. Property divisions for land conservation purposes is permissible with City approval.

URBAN RESERVE AREAS

UR-1. Urban Reserve District. Create an Urban Reserve area for the short- and long-term expansion of the City. These areas fall within the urban service area where municipal services, most notably sanitary sewer, can be feasibly extended. Only subdivisions that meet full urban development subdivision and improvement standards would be allowed.

UR-2: Annexation. Urban Reserve Areas are appropriate for annexation to the City to meet future growth needs of the City. Areas are planned for residential, commercial, and industrial expansion based upon the scenario and Tiers analysis of this Plan. A precise determination of use will be determined upon annexation.

UR-3: Lot Subdivision. Land divisions are permissible only to allow for splitting off an existing homesite or farmstead from a farm area. Divisions should not create parcels that can limit future annexation options. Land Divisions within the Urban Reserve Area shall meet a minimum lot size of 35 acres.

UR-4: Infrastructure. All developments are subject to urban infrastructure standards unless a conditional waiver is granted by the City Council.

URBAN FRINGE: ANNEXATION AND FRINGE AREA

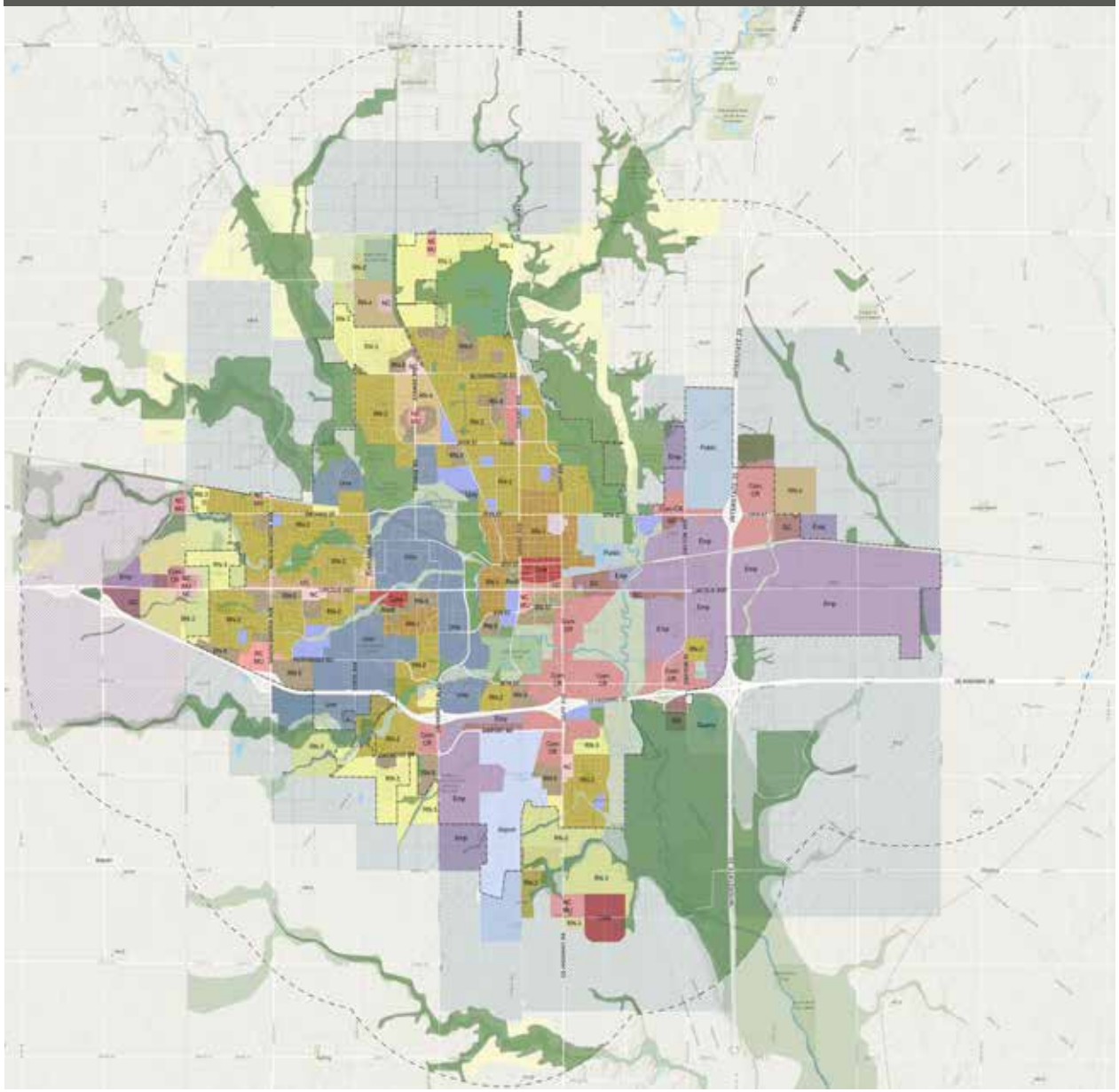
Fringe Land Use Designations

- Natural Areas
- Rural Character
- Boon e County Urban Reserve
- Story County Urban Reserve

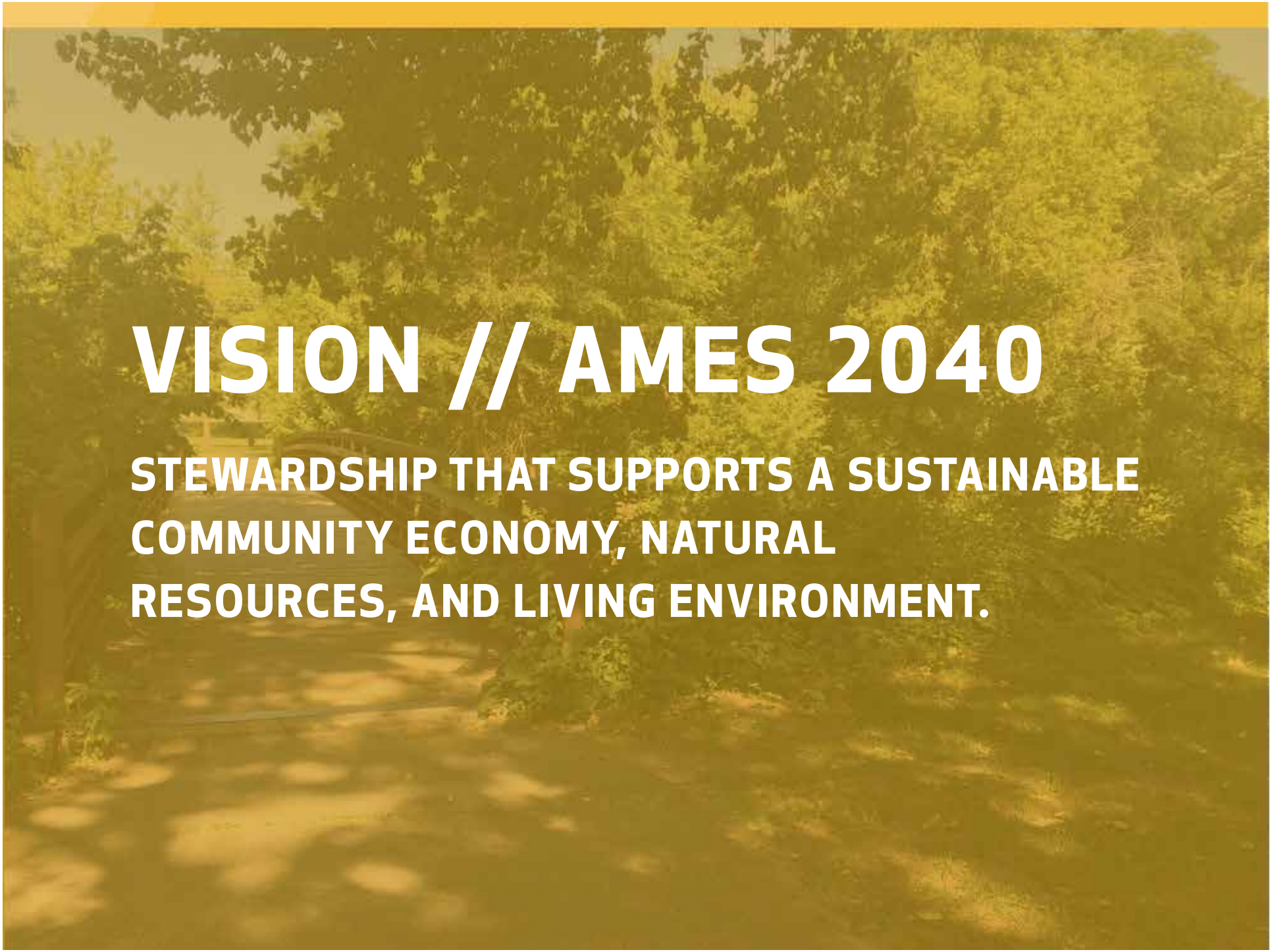
Future Land Use

- Residential Neighborhood 1 - Traditional (RN-1)
- Residential Neighborhood 2 - Established (RN-2)
- Residential Neighborhood 3 - Expansion (RN-3)
- Residential Neighborhood 4 - Village (RN-4)
- Residential Neighborhood 5 - Multifamily (RN-5)
- Neighborhood Core (NC)
- Neighborhood Core - Mixed Use (NC MU)
- Community Commercial/Retail (Com CR)
- General Commercial (GC)
- Core
- Redirection (Redir)
- Urban Corridor
- Employment (Emp)
- Park
- Open Space
- Civic
- Civic - University
- Airport
- Public
- Hospital/Medical Special Area
- Near Campus Overlay

FRINGE AREA MAP



ENVIRONMENT



VISION // AMES 2040

STEWARDSHIP THAT SUPPORTS A SUSTAINABLE COMMUNITY ECONOMY, NATURAL RESOURCES, AND LIVING ENVIRONMENT.

CONDITIONS

Ames has a strong tradition of environmental stewardship through the activities and learning programs of Iowa State University and initiatives by the City of Ames. Environmental stewardship and sustainability initiatives of the 21st century is paramount to the future of Ames and the welfare of community members. These interests are incorporated not only into our daily life with City programs and services, but also in how we consider long range planning and management of growth. Within the past 50 years, the City has led a number of progressive environmental efforts, including its unique effort to reduce landfill needs and reduce energy demands with its first of its kind Resource Recovery Plant that not only allows for sorting of trash and recyclables, but also creates refuse derived fuel to supplement the Ames Electric Plant. These traditions also include the City's creation of Ada Hayden Heritage Park, diversifying its electric energy sources by eliminating use of coal and increasing natural gas, wind, and solar, participating in Ioway Creek Watershed Management Authority, addressing Emerald Ash Borer infestation, creation of the SolSmart Community Solar Garden, water conservation programs, storm water management and water quality programs, creating the EcoSmart brand for City environmental programs, and planning for compact and efficient growth patterns of the community.

During the development of the 1997 Land Use Policy Plan the City spent a great deal of time identifying natural resources (Norris Study) and environmental constraints that affect growth and land use of the City. These studies help to shape development policies and growth choices for the City. Not only does the City understand the direct physical impacts of changes to the environment, with growth but we have incorporated indirect considerations of growth related to density of development for efficient use of land in order to reduce our footprint of growth, support for infill and intensification within Campustown and other urban neighborhoods and corridors, citywide storm water management controls that benefit our creek and natural areas. Another critical relationship is land use and transportation, where planning supports efforts to reduce vehicle miles traveled and multi-modal transportation choices with neighborhood open spaces and parks, sidewalks, shared use paths, transit, and conveniently located commercial services.

The City has also experienced environmental impacts from the effects of extreme weather events throughout its history, with significant large-scale floods in the 1990s, 2008, and 2010 and recently the 2020 Derecho windstorm. The City has responded to these constraints with development policies limiting impacts in flood plains, removing highly impacted housing from the flood plain, and adding mandatory storm water management standards to new development. The City has also responded by incorporating planning and resiliency into our services and infrastructure, including our emergency response planning and new bridges and flood mitigation projects.

Looking forward into the 21st century with Ames Plan 2040 we will continue to plan for a growing and thriving community that includes stewardship principles in its decisions, but also identifies new opportunities for improving the quality of the natural environment. Addressing the impacts of forecasted climate change and assessing community wide greenhouse gas emissions are some of those challenges that are on the horizon. The City has started a community wide Climate Action Plan process to help study these issues. Although this Plan incorporates broad environmental conservation policies into it now, at the conclusion of the community wide CAP process there will potentially be new policies for the City to incorporate into Ames Plan 2040 for emerging environmental issues.

With this background of environmental stewardship by the City, Ames Plan 2040 endeavors to help guide the growth of the City and the expansion of its economy with identification of potential environmental constraints and opportunities for environmental enhancements. A number of environmental issues are integrated into other topics of the Plan, such as Land Use and Parks and Recreation. Environmental factors will guide a number of project specific standards that implement the vision of this Plan with the City's zoning and subdivision standards.

CONDITIONS

Climate

Ames has launched numerous initiatives for managing conditions that contribute to climate change and continues to establish programs and projects that can be demonstrations for the State of Iowa and beyond. The City encourages sustainability through the programs and services provided to the community. From hybrid public transit buses, to bike lanes, to electric vehicle charging stations, the City continues to look for ways to help its citizens make green decisions. Balancing the need to be fiscally responsible with a commitment to a cleaner, greener community, Ames is committed to being a steward for a better environment.

Climate Action Initiatives. In 2019, the City completed a Greenhouse Gas Inventory, Vulnerability Assessment, and Renewable Energy Potentials Study. These projects provide a baseline metric to measure changing conditions. This plan identifies future initiatives to better understand the community's influence on the climate. Work has continued and the City contracted with a consultant in 2021 to prepare a Climate Action Plan.

EcoSmart. EcoSmart is the City of Ames' comprehensive strategy to reduce energy consumption and decrease its carbon footprint. Many of the city's efforts are new, while others have been around for decades. The programs and initiatives represent the City's commitment to protecting and enhancing the community's natural environment.

Natural Resources

Preserving the City's existing natural resources is vital to the community. They provide habitat for wildlife, minimize stormwater run-off, stabilize soils, influence climactic effects, offer visual appeal and serve some recreational purposes. In recognizing their value, this plan identifies the natural features present in Ames and reviews some of the current initiatives for their preservation.

When considering natural features, some lots are better for development than others from an environmental, developmental cost, and long-term maintenance standpoint (e.g., land containing steep slopes, floodplain).

The following pages identify the natural features to be considered and are combined to create the Critical Natural Resource Areas map. The map identifies areas that are suitable for development or may influence how development proceeds within identified growth areas.

Natural resource mapping for Plan 2040 relied upon geographic information system (GIS) data from multiple sources. This information is updated and relied upon by the City on a regular basis.

Natural features shown in the upcoming maps include:

i. *Floodplains*
ii. *Wetlands and Streams*
iii. *Impaired Stream Segments*
iv. *Hydric Soils*
v. *Slopes and Topography*
vi. *Watersheds*
vii. *Species Richness*
viii. *Sandy Soils and Green Infrastructure*
ix. *Vegetation*
x. *Critical Natural Resource Areas*

CONDITIONS

Source: Federal Emergency Management Agency (FEMA)

Flood Hazard Area

Floodplains

Floodplains are fundamental to the watershed and habitat. The 100-year flood plain is represented as a 1% chance of flooding in any given year.

Ames is no stranger to flooding, which caused significant damage in 1993, 2008, and 2010. The City has created a flood watch program to monitor risk and better predict when flooding may occur. While flooding cannot be stopped, it can be planned for to ensure safety of residents and minimal damage to property.

The City participates in the National Flood Insurance Program and manages the floodway and floodway fringe in accordance with requirements of the Federal Emergency Management Agency (FEMA) and the Iowa Department of Natural Resources (DNR). The City applies standards that exceed these requirements for new development in the floodway fringe.

Source: USGS

Freshwater Emergent Wetland
Freshwater Emergent Forested
Lake
Riverine

Wetlands and Streams

Wetland mapping is an important strategy to look at connecting the hydric (wet) soils and sensitive areas. Individual site assessment is often needed to verify water resource conditions. Most of the wetlands are adjacent to streams or within the floodplain, but several small-scale wetlands are scattered throughout the region. Wetlands are essential to the hydrological ecosystem because of their water-cleansing properties. The number of wetlands surfacing in the region indicates value in exploring the potential of a wetland mitigation bank to serve this region. When wetland mitigation occurs within the watershed of the original wetland, it's more effective at replicating the functions of the original wetland, assuming the mitigating wetland is well designed and managed.

Source: Iowa DNR 2018

Impaired Streams

Impaired Stream Segments

The Iowa Department of Natural Resources publishes impaired stream data every two years. When looking at stream impairment, it's important to recognize impaired waterways can range from slight to severe. This analysis focuses primarily on Category 5 impairments – stream segments requiring a Total Maximum Daily Load (TMDL), a study of the pollution amount (i.e. "load') a stream segment can withstand and meet state water quality standards. The TMDL study provides a detailed look at a stream segment's impairment and offers details that relate to potential corrective measures. Due to the number of impaired waters in Iowa, significant time lapse often occurs between calling out the need for and completing a TMDL study. At this "comprehensive plan" level, impaired segments reveal stream stretches that likely need buffers to reach their full potential. The map identifies the South Skunk River as a Category 5.

CONDITIONS

Source: USGS

50-95% Hydric Soil
95-100% Hydric Soil

Hydric (Wet) Soils

The United States Department of Agriculture defines hydric soils as those soils that are sufficiently wet in the upper part to develop anaerobic conditions (saturation) during the growing season. Ames' area soils with a high potential for saturation follow drainage/water ways very closely and reinforce the need for buffering and connections of creeks, streams, and drainage ways.

Source: USGS

1160'
830'

Topography

Slopes have a direct impact on flooding/erosion, development suitability, and habitat. Much of Ames is flatter, with low-lying topography, but even modest slopes of 6% can have a significant impact on development, particularly in areas where the building footprint requiring flat terrain is large. Minimizing development in areas with steep slopes (greater than 8%) will help prevent excessive erosion and stabilize stream corridors.

Source: RDG, FEMA, USGS

Watersheds

Watersheds define areas that are impacted locally by stormwater runoff from a general area and demonstrate the integrated natural of waterways.

CONDITIONS

Source: Iowa DNR

High

Low

Species Richness

Using a gap analysis provided by Iowa State University and the Iowa Department of Natural Resources, one can understand Ames' capacity for supporting amphibians, reptiles, and bird species. The zones of light to modest development in the region are largely reflected in the species richness maps. The least disturbed lands tend to better support wildlife than areas that have been plowed or paved. There may still be pockets, however, of environmentally sensitive areas and/or native vegetation throughout the region.

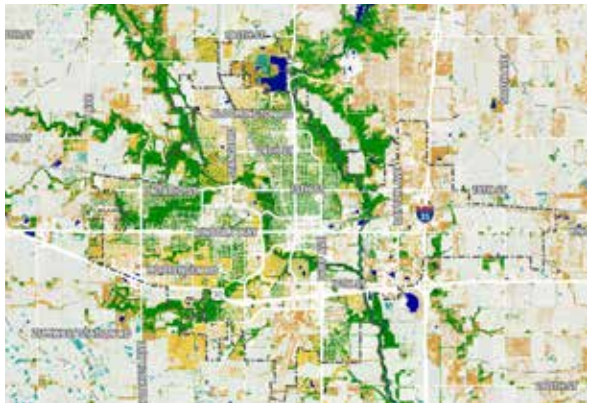
Source: USGS

Sandy Soils

Green Infrastructure

Sandy Soils and Green Infrastructure

"Green infrastructure" speaks to the use of a series of natural systems to replace or supplement pipe and concrete infrastructure that has traditionally been used to manage stormwater in modern times. Buffers, rain gardens, and other practices that promote slowing and soaking up water make up green infrastructure. Systems that use infiltration (soaking) methods – rain gardens and bioswales– are best suited to sandier soils, particularly in areas with a lower water table. Infiltration is not the whole of the green infrastructure story. Surface based water quality improvement practices (filter strips, buffers) help remove "suspended solids" and harmful pollutants (fertilizers, oils) while slowing water down before it reaches a creek or stream. Often a series or "treatment train" of measures are used for pre-treatment of runoff along with detention and retention ponds.



Source: Iowa DNR

Vegetation

Vegetation and land cover are major resources that can help manage stormwater, prevent erosion, and provide more appealing physical environments.

Restoring and/or preserving native vegetation helps protect the habitat and provides opportunities for migratory birds and wildlife. Ames has a high correlation between species richness and some of the City's more wooded areas. Many of these areas have been difficult for development (due in some instances to wet conditions, in others to steep slopes) and have left their vegetation largely intact.

CONDITIONS

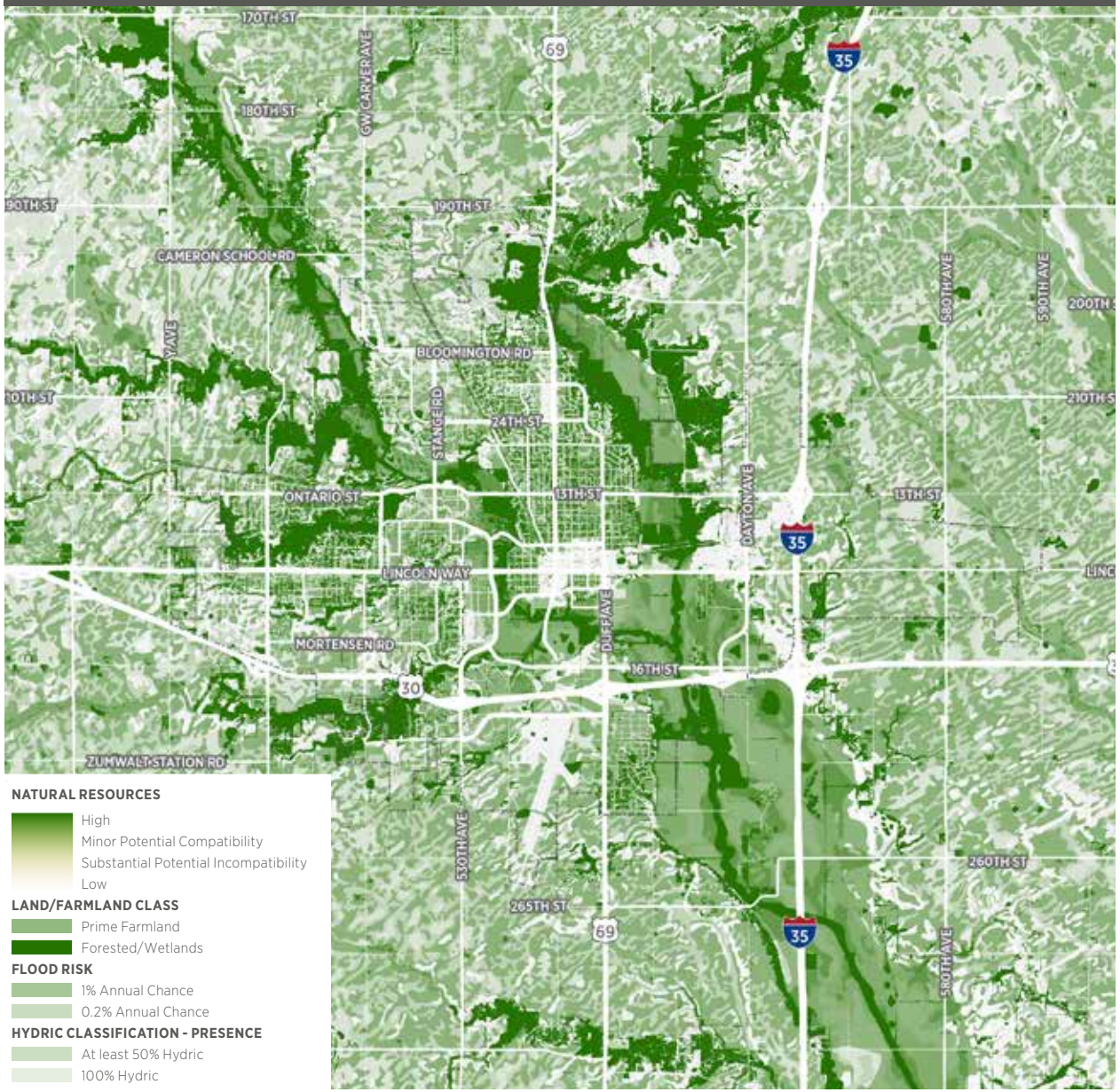
Critical Natural Resource Areas

The Critical Natural Resource Areas broadly identified via this composite map can be used to point the City in the direction of areas to be included in a possible Environmental Conservation Overlay.

The overlay would help to maintain the natural resource functions of these lands. These functions include erosion prevention/ watershed protection, potentially some modest level of flood mitigation, wildlife/ habitat protection, and potential recreation functions.

To repeat an important point made in the Species Richness section, there may still be pockets of environmentally sensitive areas and/or native vegetation throughout the region that are beyond the loose "boundaries" of these Critical Natural Resources. The City should develop a process for mapping environmentally sensitive areas in the region.

CRITICAL NATURAL RESOURCE AREAS



Source: RDG, FEMA, USGS

GUIDING PRINCIPLES

Guiding Principles for the Environment

E1: Design for Environmental Priorities. Ames' most environmentally sensitive land is protected from development, while areas that allow development have environmentally-friendly guidelines. The City's greenway network connects neighborhoods to nature and presents a framework for linking the entire community. Priorities related to development include habitat preservation, water quality, dark skies, and flood plain management.

The Future Land Use Map shows locations for preserving environmental features from redevelopment and with the Greenways map in the Parks and Open Space Chapter.

E2: Improve Water Quality. Ames' green network mimics the natural system of rainwater management, thereby preventing flooding, improving our water quality, and influencing the regional watersheds and the health of habitat.

E3: Preserve a Network of Green Spaces. Support a network of connected natural areas, parks and open spaces in and around the City. These spaces will be located throughout the city and adjacent fringe areas to preserve nature's ability to manage stormwater, flooding and water quality; provide habitat for plants and animals; and human experiences of recreation and natural space enjoyment.

E4: Apply Climate Change Policies. This principle recognizes the planned growth of the community will occur to meet housing and economic needs and that the City will explore effects of climate change as they relate to Ames. Maintain a greenhouse gas inventory and complete a Climate Action Plan to assess strategies to reduce Ames's community based emissions related to climate change and plan for potential climate related changes that could impact the community.

SEE OTHER RELATED PRINCIPLES...

Ensure Sustainable Growth-Ames new growth will be both economically and environmentally sustainable - *Growth Principle*

ACTIONS

1 Assess a wide range of environmental conditions pertinent to Ames.

The City should maintain an inventory of known environmental resources and attributes of the community that affect environmental quality. This applies to the existing community as well as to areas planned for growth. While an inventory will be an ongoing effort, Ames should update their entire inventory every 5-10 years, which may include:

- **i.** Natural features, including floodplains, wetlands, streams, soil quality, topography, vegetation, species richness, tree canopy, sandy soils, critical natural resource areas, principal flow paths, and drainage-ways.
- **ii.** Watershed protection
- **iii.** Greenhouse gas inventory
- **iv.** Climate data
- **v.** Travel demand and patterns
- **vi.** Solid Waste, RDF, recycling
- **vii.** Funding contributed to environmental initiatives.

2 Use planning documents and models to assist in managing environmental quality.

Ames will apply appropriate data related to current conditions to the policies of a wide range of plans and activities administered by the City, which will include:

- **i.** Greenhouse Gas Inventory and Climate Action Plan
- **ii.** Stormwater Management Plan
- **iii.** Watershed plans focused on water quality monitoring and measuring.
- **iv.** Transportation Plan that considers multi-modal transportation
- **v.** Parks Master Plan
- **vi.** Development standards and ordinances, such as flood plain, subdivision, zoning, environmentally sensitive overlays

3 Support for alternative energy systems.

Support energy efficiency and alternative energy sources that reduce reliance on fossil fuels. This includes planning for infrastructure needed to support shifts on vehicle fuels and power for buildings.

Ames Electric provides the majority of residents and businesses within Ames their electricity in 2020, however most of the planned growth of the City is within Alliant, Consumers, and Midland electric territories. The City will have to work with other energy providers to support this principle.

ACTIONS

4 Adopt policies and implement strategies identified in prepared plans.

Design for environmental priorities in development plans and city projects that would include the following:

- **i.** Natural stream way preservation and water quality enhancement for supporting human and aquatic life.
- **ii.** Stormwater run-off and water quality management.
- **iii.** Air quality preservation through the avoidance of pollutant emitting uses.
- **iv.** Use zoning and other development standards for landscaping and vegetation management. Vegetation maintenance and enhancement for its beautification, air cleaning, water run-off reduction, and climate modification qualities. Prioritize native planting and other plantings with demonstrated hardiness for the Ames climate.
- **v.** Natural resource areas conservation.
- **vi.** Preserve greenway areas as identified in this plan for growth areas, if possible before development occurs. Also, examine efforts to re- establish natural corridors in areas that are already developed.
- **vii.** Apply Flood Plain protection standards as a minimum within the 100-year Floodway Fringe and consider policies for broader protection within the 500-year flood plain.
- **viii.** Minimize new encroachments of development into sensitive areas within growth areas. Support cooperative planning with counties in the Ames Urban Fringe area related to this Plan.

5 Economic development goals shall consider resource availability and intensity of use.

Ames strives to grow economically and be wise in the use of its natural resources. Economic development priorities should reinforce that the City prefers low-water usage activities and non-polluting industries.

SEE OTHER RELATED ACTIONS...

Apply conservation standards in growth areas - *Parks Principle*

PARKS, TRAILS, & GREENWAYS

VISION // AMES 2040

OPEN SPACE AND RECREATION FACILITIES THAT SUPPORT THE PHYSICAL AND SOCIAL WELL-BEING OF THE COMMUNITY.

CONDITIONS

The Ames Parks Master Plan, adopted in 2013, provides a vision for the Ames park system stretching ahead to the year 2030 and beyond. This plan outlines steps to manage current and future park land, placing emphasis on minimizing negative environmental impacts to protect biological diversity and preserve essential ecological functions, and providing for continued community recreation opportunities. The Master Plan is regularly updated to address changing needs and opportunities. The City relies upon private open space and larger county regional parks to augment recreational opportunities for residents of Ames.

The City operates parks and plans for amenities at a variety of scales. The following identifies the types of parks and current services including coverage, level of service, and amenities.

Regional Parks. An area suitable for regionally based recreation activities and selected for its natural and ornamental quality. The size of the park is typically from 200 to 500 acres in size. Its size is based on its capacity to preserve its natural character while accommodating a variety of activity areas with buffering between activity areas. Access to water bodies is of particular importance during site selection.

Community Parks. Parks located to serve a population within a one to two mile radius, although the facilities often serve the needs of the entire community. The size of the park will vary from 30 to 100 acres. Community parks generally contain sports fields for organized leagues, swimming pools, unique natural elements (forests, hills, ponds, streams, etc.) and any other facilities designed for community-wide use. Amenities could include large shelter houses, restrooms, playground structures, slides, swings, tennis courts, and hard-surfaced parking lots.

Neighborhood Parks. Parks located to serve a population within a 1/4 to 1/2 mile radius. The size of the park will vary from 5 to 30 acres, depending on the location. Site development at this level generally includes open space, walkways, and landscape material. Amenities could include a swing sets, play structure, small shelter house, grills, picnic tables, 30' x 60' basketball pad, a drinking fountain, and on-street parking.

CITY PARK FACILITIES

Type	Count	Acres	Service Area
Regional	1	437	Entire community
Community	5	38-82	1-2 mile radius
Neighborhood	22	0.5-28	0.25-.50 mile radius
Specialty/Other	8	0.25 -17	
Recreation Facility	5	2-64	
Woodland/Open Space	4	3-100	

Source: City of Ames, 2019

Woodland and Open Spaces. Land set aside to be left in a natural state, not meant for planned activities. Trails may be established along with other passive activities and conservation efforts.

Greenbelts. Open space most often located along a creek or stream which serves the purpose of managing the floodway, linking an open space system, offering recreational and education opportunities, and protecting natural resources. Many greenbelts are informal or private areas within Ames. Greenbelt parks can offer intermittent recreational areas, as well as serve as scenic connections and trails for pedestrians and bicyclists.

Developed Spaces. A space designed for either passive or active usage with amenities incorporated at the site (play equipment, restrooms, shelters, drinking fountains, etc.).

Shared Use Paths. Multi-purpose trails that serve transportation and recreation needs. Commonly located within greenways, parks and natural areas as well as along primary streets. Focus is on recreational value and harmony with the natural environment surroundings.

- Type 1 : Trails are hard-surfaced for use by bicyclists, in-line skaters and walkers/joggers.
- Type 2: Nature Trails for use by pedestrians. May be hard or soft surfaced.

Private Open Spaces. Land set aside within residential developments where the intended primary use is for those adjacent property owners, not the public at large.

Recreation Facilities. Recreation facilities typical are purpose-driven and include buildings, they may be standalone or within a park. These include the Ames/ISU Ice Arena, Homewood Golf Course, Furman Aquatic Center, Ames Community Center, and the Municipal Pool.

CONDITIONS

Current Level of Service

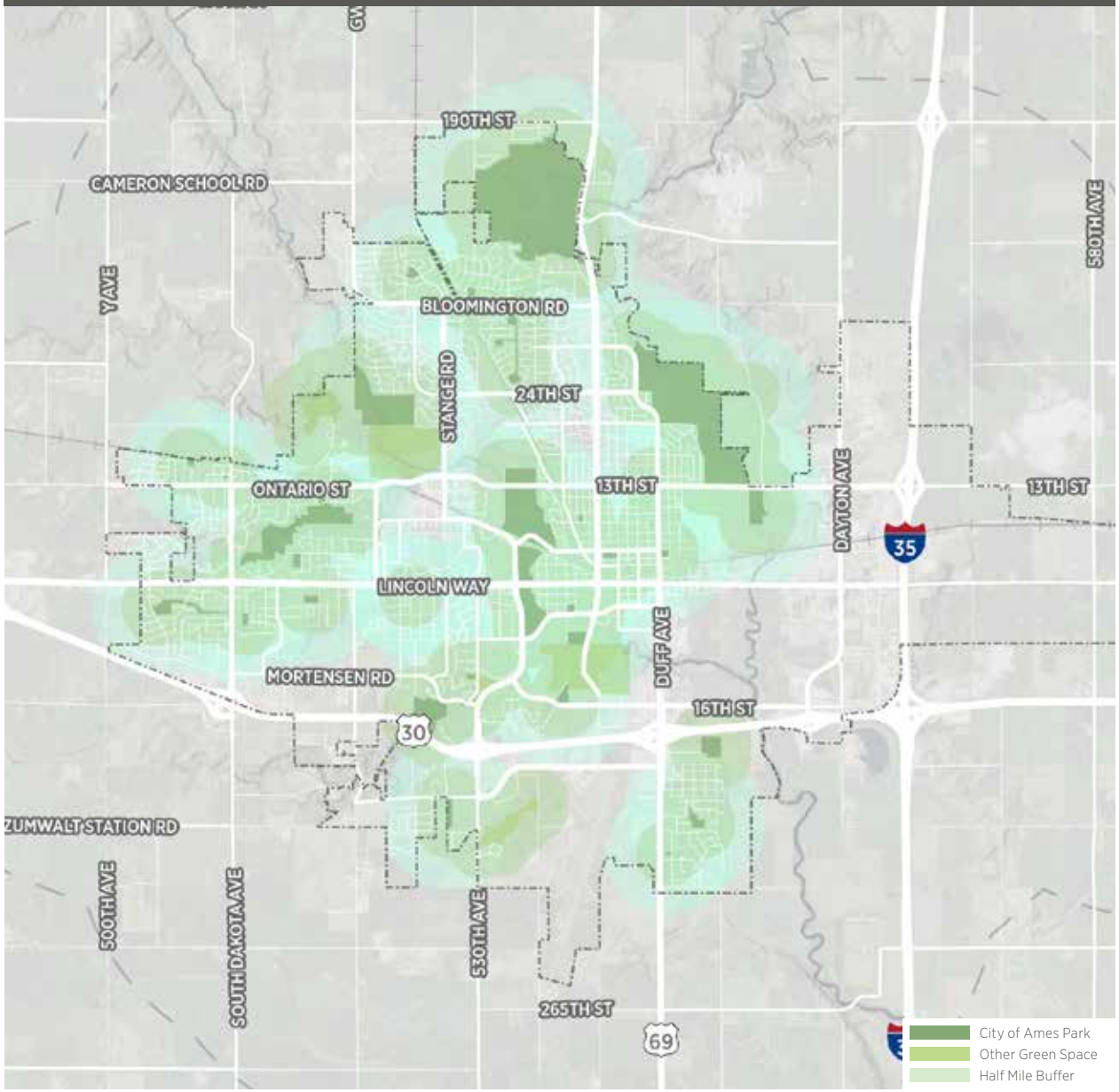
Parkland in Ames covers approximately 1,215 acres or a total of 1,760 acres when including all open space such as golf courses or ISU land. Ada Hayden Heritage Park alone has 437 acres. Since 1995, Ames has steadily increased its parks from 629 acres.

At present, Ames contains about 18.4 acres per 1,000 residents, which is greater than the City's current policy of committing 10 acres.

A half-mile radius is drawn around each park on the map, equating to a walkable distance to each of Ames' 36 parks.

87% of Ames' residents consider "access to parks or open space within a 10-minute walk" to be important or very important to support a healthy lifestyle and enhanced personal well-being.

PARKS AND SERVICE AREAS



Source: City of Ames

CONDITIONS

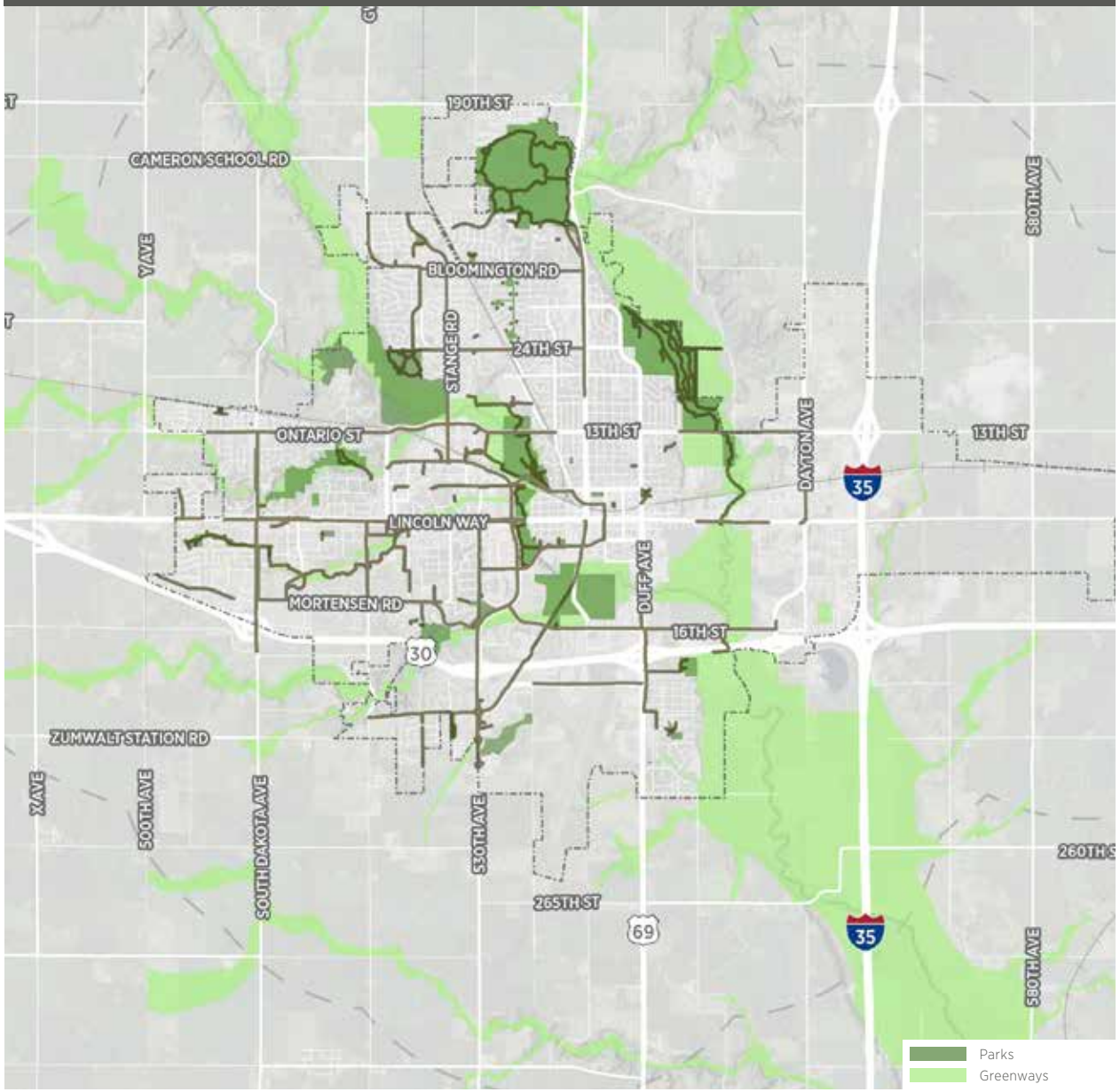
Trails and Greenways

Ames has a strong trails and greenway system. Many public comments emphasized the importance of trails in the community. The Future Active Transportation Facilities Concept in the Mobility Element shows the combined bike facility and trail network with currently planned links.

Several gaps between pathways (trails and sidewalks) need to be filled along with the safety of high traffic routes, which should be detailed in a future Parks and Trails Plan Update.

80% of Ames' residents consider the "additional walking and biking trails and paths" to be important or very important as a quality of life priority for the City.

EXISTING TRAILS AND GREENWAYS



Source: City of Ames

GUIDING PRINCIPLES

Guiding Principles for Parks, Trails & Recreation

P1: Bring People Together. Public spaces should reflect community values for social and physical well-being that private open space alone cannot accomplish.

The parks and greenway system is the jewel of the community and point of pride that brings people together from across the community.

P2: Be Accessible and Desirable. The Parks system is a key supporting element of an active lifestyle and community wellbeing. Provide for parks and open spaces that are walkable from adjacent homes. Larger parks are often of community scale and accessible via multiple modes of transportation.

P3: Build New Parks to Service New Areas. As the city grows, so should its park system. Future development will require provision of new neighborhood parks as well as a larger community parks within designation growth areas. Plan for new parks and coordinate dedication and improvements with development proposals when possible. Specialty parks and neighborhood parks may also be added to existing areas of the City.

P4: Enhance and Maintain the System of Parks. Incorporate features into existing parks and new parks to serve the overall community and its changing needs. Parks and trails will be designed to ensure that the spaces are safe, enjoyable, fun, and distinct.

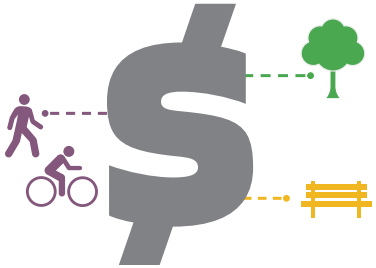
P5: Plan a System of Interconnected Greenways. A system of greenways should preserve environmentally sensitive areas, while offering opportunities for connecting people to the outdoors, including pathways and water trails. Recognize that certain park trails and greenway trails can be a vital part of the Transportation System.

P6: Stewardship and Variety of Open Space. Public open space can provide for recreation as well as natural and environmentally sensitive area preservation. The City's planning will account for needed passive area experiences as well as active recreation. Some facilities may serve a dual purpose and offer opportunities to enhance the natural environment with flood control, stormwater management, water quality, and reestablishment of habitat.

P7: Be Fiscally Responsible. The parks and trail system have substantial ongoing operation costs with limited financial resources. Planning and budgeting for improvements should not affect the quality of existing parks and ongoing costs shall be considered when planning for parks and trails.

P8: Support Partnerships. Ames will welcome partnerships to provide a diversity of recreation, natural features, and locations in the parks and trails system. Ames continues to foster partnerships with Friends Groups, Iowa State University, Ames Public Art Commission, and County Conservation groups.

ACTIONS

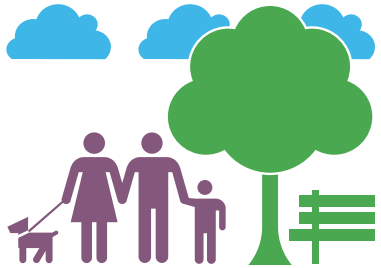


1 Maintain a high quality and ample park system and recreation facilities as the City grows.

- **i.** Use a Parks Master Plan update process to guide park improvements and facility needs. As the community changes, needs will evolve within existing parks that could result in changes to existing facilities as well as the creation of new facilities.
- **ii.** Plan for new 40-60 acre community parks with recreational facilities in larger growth areas.
- **iii.** Strive to maintain an overall open space similar to the current ratio of approximately 18 acres per 1,000 people (includes public land, partnerships, greenways, parks, special facilities).
- **iv.** Continue the target ratio of a minimum 5 acres of new developable parkland per 1,000 people in expansion areas. Provide for additional open space (public or private) of 5 acres per 1,000 people.

2 Plan for park dedication as part of the development process with parkland dedication based upon Neighborhood Park needs.

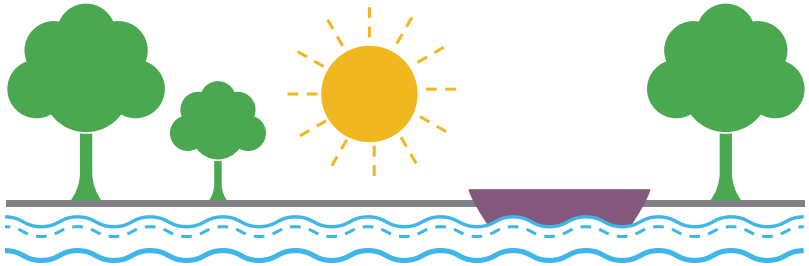
- **i.** Create a park land dedication ordinance or include as part of a rezoning process, allow for in lieu fee in some circumstances. Usable active space is the most desirable land for dedication to meet neighborhood park needs.
- **ii.** Time park development with buildout of an area and as funding is available.
- **iii.** Require private open space in addition to public open space within development in expansion areas to augment overall open space.
- **iv.** Set-aside natural areas as passive open space in accordance with planned greenways or in support of larger natural preservation areas.



3 Support the user experience.

- **i.** Parks and open spaces are neighborhood and community destinations that should be safe, family-friendly, and support strong social networks.
- **ii.** Design parks as publicly available resources for everyone.
- **iii.** Consider opportunities for specialty parks to meet local needs in underserved and marginalized areas. Planning processes should involve park users and the neighborhood in its design.
- **iv.** Greenways can be used for open space linkages and in some cases transportation linkages.
  - » Plan to create uninterrupted greenways with continuous trails.
  - » Plan for separated road crossings of major roadways for continuous trails when creating greenways (Include Map for Future Major Trails).
  - » Linkages with external areas are desirable.

ACTIONS



4 Provide a park system that supports a variety of user needs.

i. Create a park system that shares a consistent image from and between parks that identify it as a City of Ames park. Unifying features may include signage, lighting fixtures, and displays within the park.

ii. Continue to use a hierarchy of park classifications, such as regional, community, neighborhood, specialty parks, and recreation facilities - to serve the various needs of their users.

» Apply neighborhood park basic amenity features equitably across the City based upon space and needs.

» Include opportunities for new parks in existing areas.

» Consider the overall system a collection of community resources that has unique components and distinct features as an attraction to the community overall and that each park is identifiable in character when possible.

» Plan for community scale amenities within larger areas that may have broad appeal. Examples include splash pads, disc golf, natural playscapes, ropes courses, sports complexes, gardens, amphitheaters, nature trails, and fishing.

» Although neighborhood parks are typically smaller in size by definition than a community park, they may include a community scale amenity.

iii. Apply an access goal to park planning of a 10-minute walk to a park or greenway. This translates to parks being within a ¼ mile to ½ mile proximity of homes.

iv. Use plazas as specialty parks in urban living conditions or as focal points of Core development areas. Plazas may be a private amenity feature of new development in Core areas to allow for commercial use and activities.

5 Support parks and open space environmental opportunities.

i. An open space framework is valuable to the character of the community. In some instances, open space may provide primarily environmental benefits rather than recreation benefits.

ii. Designing for environmental priorities includes:

» Natural stream way preservation and water quality enhancement for supporting human and aquatic life (e.g. Ada Haden Watershed).

» Stormwater run-off management through land use design and other protective measures.

» Air quality benefits through tree canopy management, continue planting of trees in response to Emerald Ash Borer and replacement of unhealthy trees.

» Support non-vehicular travel and connections with trails.

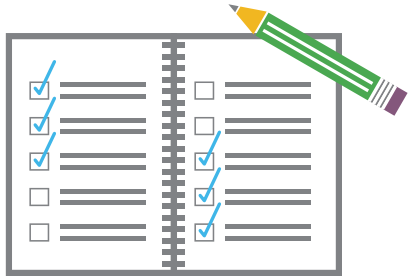
» Natural resource/habitat areas conservation.

ACTIONS

6 Apply conservation standards in growth areas.

i. Within Ames' urban growth area, employ large-scale conservation development standards that preserve environmental resources, parks, greenways, and other open and natural areas without compromising overall density targets.

ii. Private open space can be a key component of attaining this goal of supporting density and open space.



7 Identify partnerships for meeting service needs.

i. Use relationships with school districts to augment recreation opportunities when possible.

ii. Work with ISU to maintain availability of community resources with land leased from the University, including Furman Aquatic Center, Brookside Park, and the Ames/ISU Ice Arena.

iii. Continue work with volunteer organizations to support maintenance and programming within the City's park and open space system.

iv. Look to take advantage of available grant funding from local, state, and federal agencies and non-profit foundations.

v. Coordinate with Story County Conservation on planning for regional trails, greenways, habitat preservation, especially with the expansion areas of the City that will be urbanized and are unlikely to remain rural.

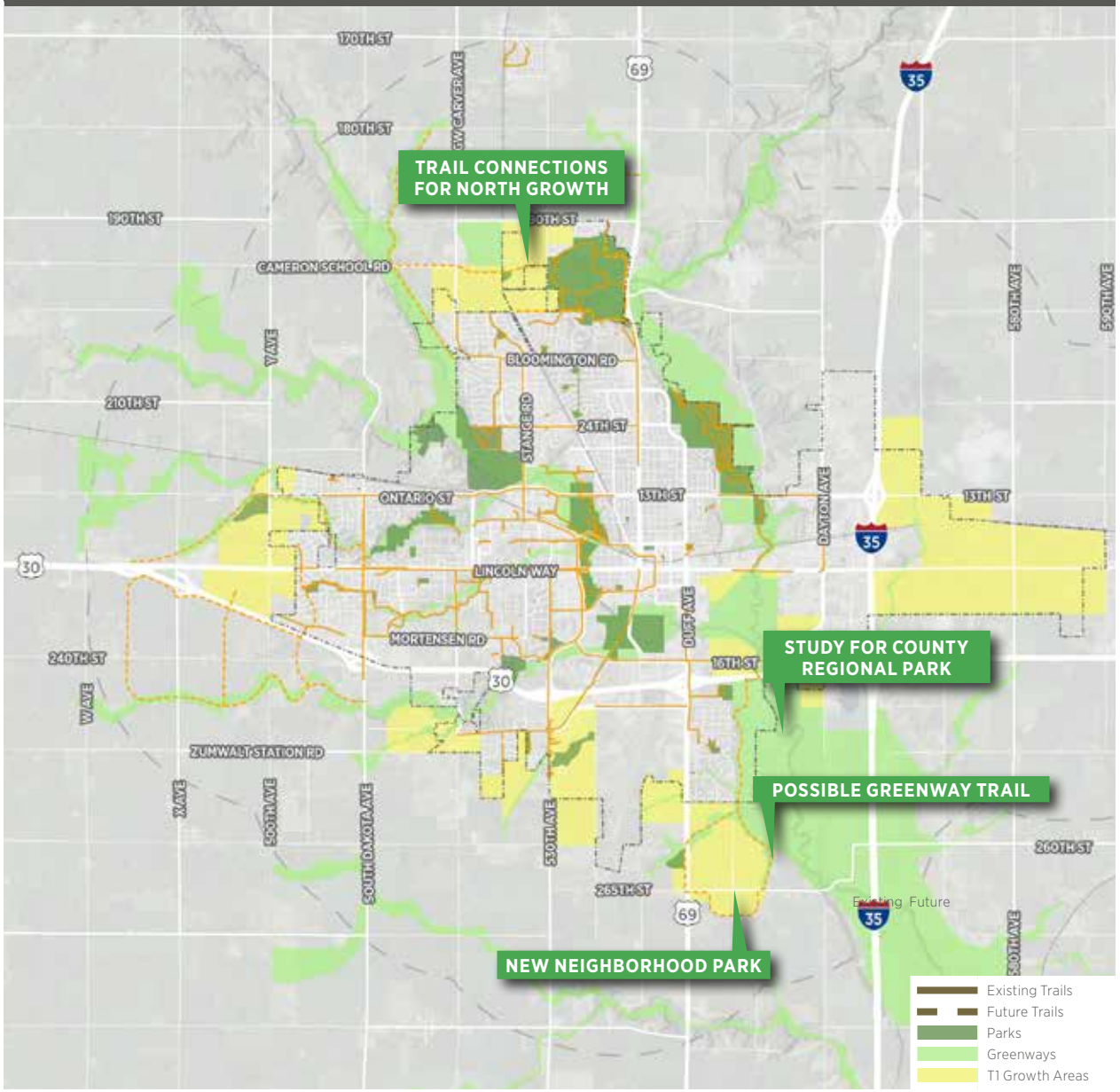
ACTIONS

Future Parks and Open Spaces

Ames Plan 2040 recommends updating the City's Parks Master Plan and adopting that plan as an amendment to this plan. Ames is expecting to grow by about 15,000 people by 2040, representing a total population of about 80,000.

- Based on the projected population and continued ratio of 6-10 acres of parks and open spaces per 1,000 people, Ames will need about 90-150 acres of new parks and open spaces.
- As the community grows outward, parkland needs to be included as part of the new development to keep up the high level of service Ames provides its residents.
- The Future Parks and Open Spaces Concept provides an initial program of spaces to be programmed in the City's updated Parks Master Plan. The City's Future Land Use Map also includes representative greenway areas and open space for consideration during rezoning and development.

FUTURE PARKS AND OPEN SPACES CONCEPT



Source: City of Ames; RDG Planning & Design

MOBILITY

VISION // AMES 2040

A WELL CONNECTED, CONTEXT-SENSITIVE TRANSPORTATION SYSTEM THAT PROVIDES FOR THE SAFETY AND COMFORT OF ALL USERS.

CONDITIONS

The City of Ames recognizes the interconnected relationship of land use and mobility that is necessary to reach the City's vision.

Mobility focuses on the interaction of transportation and land use and their influence on the quality of life in Ames. In any community, the transportation system fills many functions - as support for business and industry, a tool for economic development, a form-giver to the City, and an amenity and service for residents. The design of the circulation system can also support an active lifestyle that improves overall health and wellness of a community.

Transportation facilities, including sidewalks, trails, streets, highways, transit, and the railroad corridor, make up a significant amount of Ames' developed area. The dominance of streets in the cityscape makes their design and scale especially important. As streets become wider, their scale continues to change. The street width affects the nature of the experience and the visibility of people, signs, and buildings along the street.

Streets are public spaces that accommodate a variety of users in an attractive and functionally efficient way. Many communities such as Ames find that the aesthetic upgrading of key community corridors and entrances create significant economic benefits by encouraging better development standards. The City's walkable commercial districts rely on streets and sidewalks for customer access as well as character with outdoor amenities.

Ames' multi-modal network has been shaped in recent years through planning efforts. The first Long Range Transportation Plan (LRTP) for the Ames area was developed in 2005 after the area was designated as a metropolitan area based on the 2000 census. Soon after, the Ames Area Metropolitan Planning Organization (AAMPO) was formed. The AAMPO includes the City of Ames, Boone County, Story County, Iowa State University, CyRide, Iowa Department of Transportation (DOT), Federal Highway Administration (FHWA) and Federal Transit Administration (FTA). The Long Range Transportation Plan provides a for a 25-year assessment of transportation needs.

The following transportation options are available in Ames:

CyRide. CyRide is a bus system operating as a collaboration between the City of Ames, Iowa State University, and Iowa State's Student Government. CyRide operates fixed routes and a Dial-A-Ride service. Service is focused around central Ames and campus, but also provides access to employment areas.

Heart of Iowa Regional Transit (HIRTA) also provides service to Ames.

Bicycle System. Bicycling is recognized as a primary transportation method as well as for recreational purposes. Ames was recognized as a Bicycle Friendly Community (Bronze Level) in 2016 and is still working toward ensuring that all areas of town are well-connected via a variety of bike facilities.

Pedestrian System. The majority of neighborhoods in Ames are served by sidewalks. Sidewalks provide connectivity and defined safe routes for pedestrians. Sidewalks are a critical element of walkable commercial districts where outdoor dining and displays are encouraged as amenities.

Road System. Roads provide for transportation of people and goods throughout the community. The City strives for high levels of connectivity and uses a hierarchy of road types to meet various needs.

CONDITIONS

Road Network

Functional classifications are used for general transportation planning efforts and are also references for construction standards and transportation program eligibility. Note that the function of the street illustrated on the classification map does not address context and appropriate design features of the street itself. Street typologies assist in adding context to the function.

Interstate. A divided, limited access facility with no direct land access and no at-grade crossings or intersections.

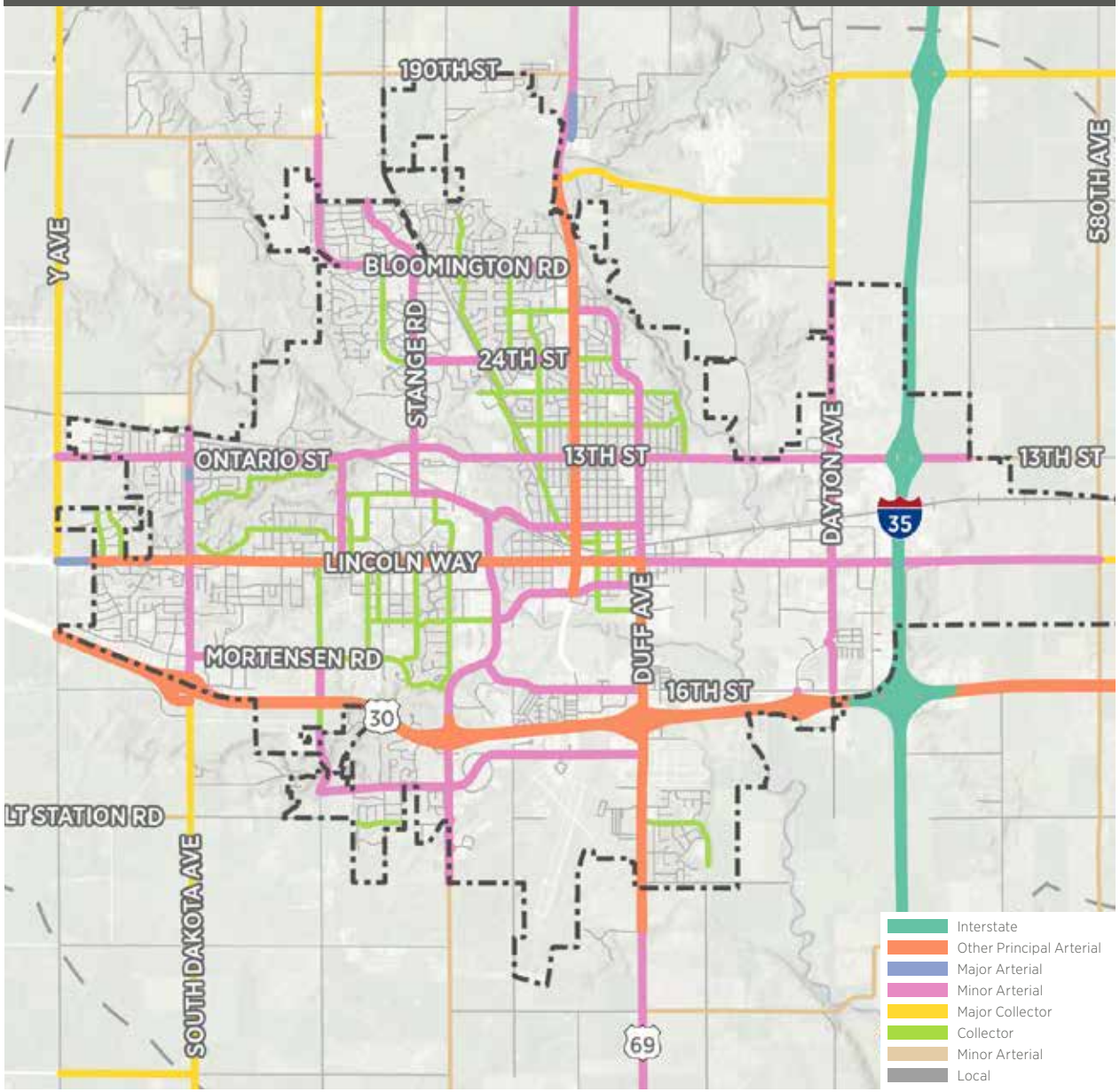
Other Principal Arterial. Allows traffic flow through the urban area and between major destinations. They carry a high proportion of urban travel, since movement, not access, is the primary function.

Arterial. Collects and distributes traffic from principal arterials and interstates to streets of lower classification, and, in some cases, allows traffic to directly access destinations.

Collector. Provides for land access and traffic circulation within and between residential neighborhoods and commercial and industrial areas, as well as distributes traffic movements from these areas to the arterial streets.

Local. Offers the lowest level of mobility, but the highest level of local property access. They make up the largest percentage of street mileage and provide direct access to adjacent land uses including private property or low-volume public facilities.

FUNCTIONAL CLASSIFICATIONS FOR ROAD NETWORK



Source: City of Ames; HDR

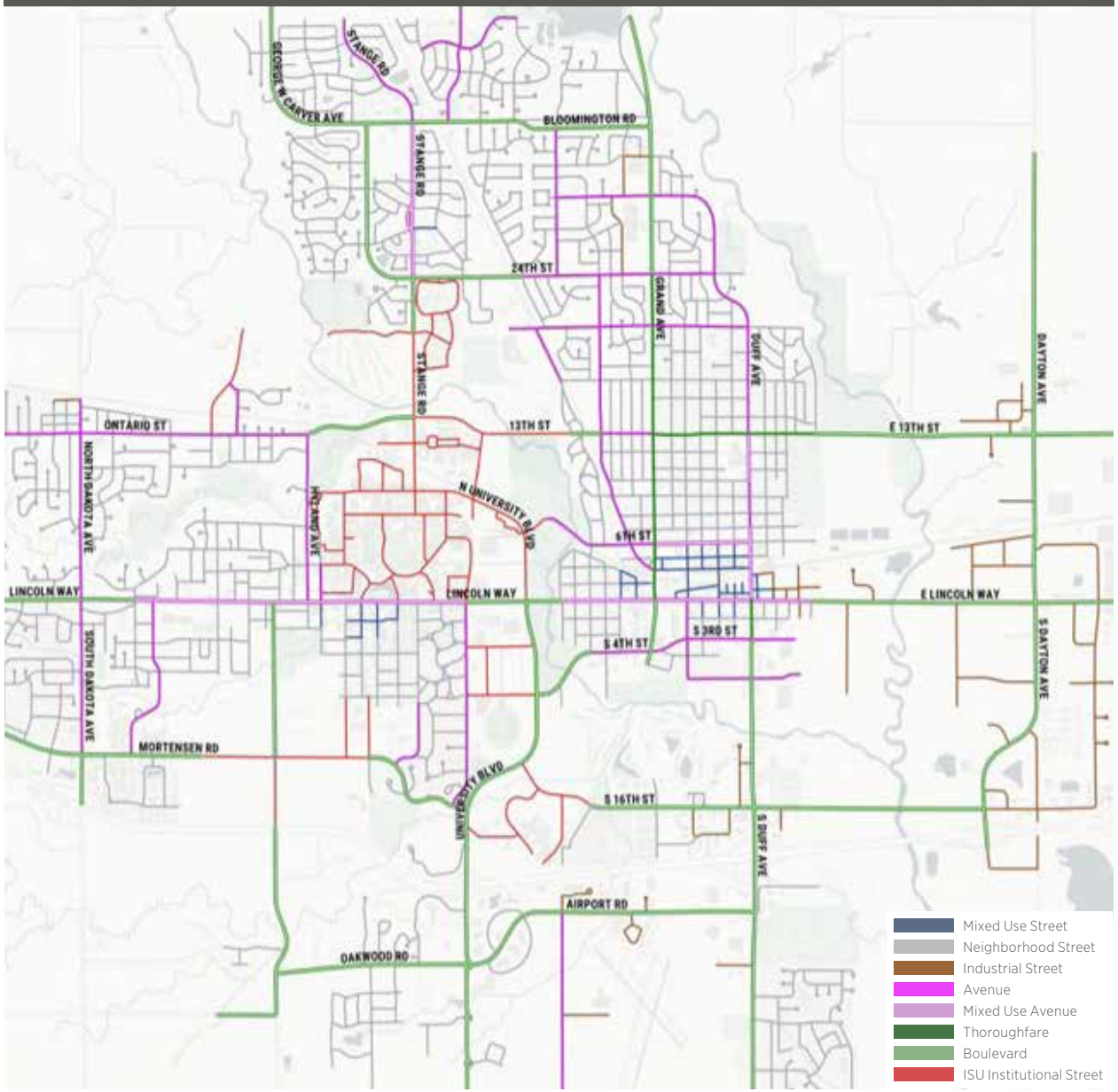
CONDITIONS

The City's Complete Streets approach requires the context of the surrounding area and the intended function of the street to be taken into account, resulting in streets designed to serve all anticipated users.

For additional details, see Chapter 2 of the Complete Streets Plan.

PLACE TYPES	TRANSPORTATION FUNCTION		
	EMPHASIZES ACCESS	BALANCES ACCESS AND THROUGHPUT	EMPHASIZES THROUGHPUT
ACTIVITY CENTER	Shared, Mixed Use Streets	Mixed Use Avenue	N/A
URBAN MIX	Shared, Mixed Use, Neighborhood Streets	Mixed Use Avenue	N/A
RESIDENTIAL	Shared, Neighborhood Streets	Avenue	Thoroughfare, Boulevard
LARGE SCALE COMMERCIAL	Industrial Street	Avenue	Thoroughfare, Boulevard
INDUSTRIAL	Industrial Street	Avenue	Boulevard

STREET TYPOLOGY - COMPLETE STREETS PLAN



Source: City of Ames; HDR

CONDITIONS

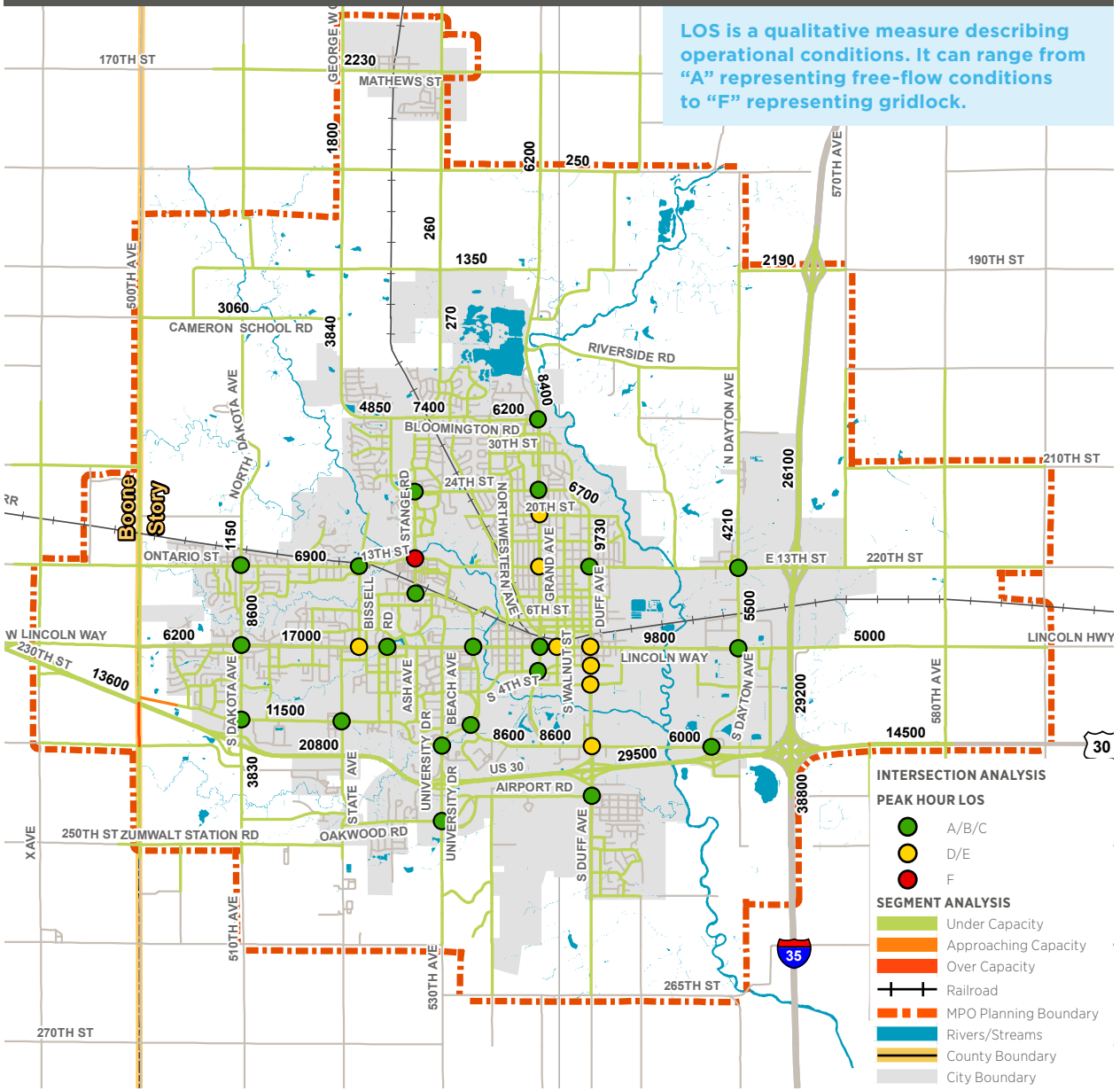
Existing Traffic Conditions

The City and Iowa Department of Transportation gather vehicle counts to monitor performance of road segments related to vehicle traffic. The City's Long Range Transportation Plan uses existing and projected data to analyze performance and identify improvement needs.

Frequently, traffic engineers use a Level of Service (LOS) notation to describe volume to capacity ratios for different components of streets, including segments and intersections. The analysis focuses on the amount of delay or travel speed experienced by individual vehicles and highlights relatively good to low-capacity situations.

Unfortunately, this metric does not directly address multi-modal needs or safety and reliable road operation and that the trade off of increased vehicle capacity can be detrimental to the quality of other modes of travel and character. There is also a point of diminishing return on infrastructure investment for widening roads. Therefore, the City uses LOS as only one metric when evaluating its circulation system and prefers to consider the context and overall transportation needs for multiple users as opposed to only vehicle capacity.

EXISTING TRAFFIC CONDITIONS



Source: HDR, Inc., Iowa Department of Transportation

GUIDING PRINCIPLES

Guiding Principles for Mobility

M1: Complete Streets. Ames will use a Complete Streets approach to serve all users and modes. Four principles for Complete Streets are relevant to Ames Plan 2040:

- Complete Streets serve all users and modes regardless of age, ability, income, or ethnicity.
- Complete Streets emphasize safety for all.
- Complete Streets form connected multimodal networks that provide safe, convenient access to neighborhoods and destinations for all modes.
- Complete Streets are context-sensitive, and are designed to support the current and future local land use and development context while considering impacts to surrounding streets and neighborhoods.

The City utilizes a Compete Streets Plan to apply these principles.

M2: Multi-modality. Create and maintain a connected multimodal network, including planned extensions of transit, bicycle, pedestrian, and micro-mobility facilities.

- Use corridor and node planning for intense development in support of transit operations.
- Streets and associated rights-of-way provide the most recognizable and best means of providing for connectivity throughout the City. Apply a street and block pattern that relates to walkable neighborhoods, focusing on blocks lengths of 300 to 600 feet. Certain highways and commercial/industrial areas will have block lengths that exceed these parameters.
- Minimize use of street layouts that limit connectivity, such as cul-de-sacs, loop streets, and private streets, to unusual circumstances that conflict with land use or environmental goals.
- Encourage use of off-street trails for additional neighborhood connectivity
- Apply subdivision and zoning standards that plan for new development to accommodate extension of multi-modal infrastructure into and through development sites.

M3: Context Sensitive Principles. Transportation facilities in existing and planned development will be sensitive and appropriate to the character of their urban environments.

- Use Typologies for streets to address design character and function.
- Context includes elements related to speed, access, parking, aesthetics as they relate to existing and planned uses.
- Private development shall incorporate multi-modal supportive improvements that compliment the typology of the street. This may include building location, door access, limited vehicle parking, street trees, bicycle parking, and sidewalk extensions. See Growth & Land Use and Community Character for additional details.

M4: Level of Service. Ames will strive to maintain a minimum Level of Service (LOS) standard of "D" for major existing roadways.

- Maintain LOS D for existing streets and signalized intersections. New roadways and intersection improvements will focus on a design for LOS C for existing and projected conditions.
- Review large scale development proposals for impacts on roadways and intersection operations and apply appropriate mitigation measures as needed.
- City projects for widening or expanding roadways shall consider this LOS goal along with Principle M5.

GUIDING PRINCIPLES

M5: Balanced Transportation Planning. Ames will balance the size of infrastructure improvements with cost, environmental constraints, impacts to all modes, operational quality and levels of service.

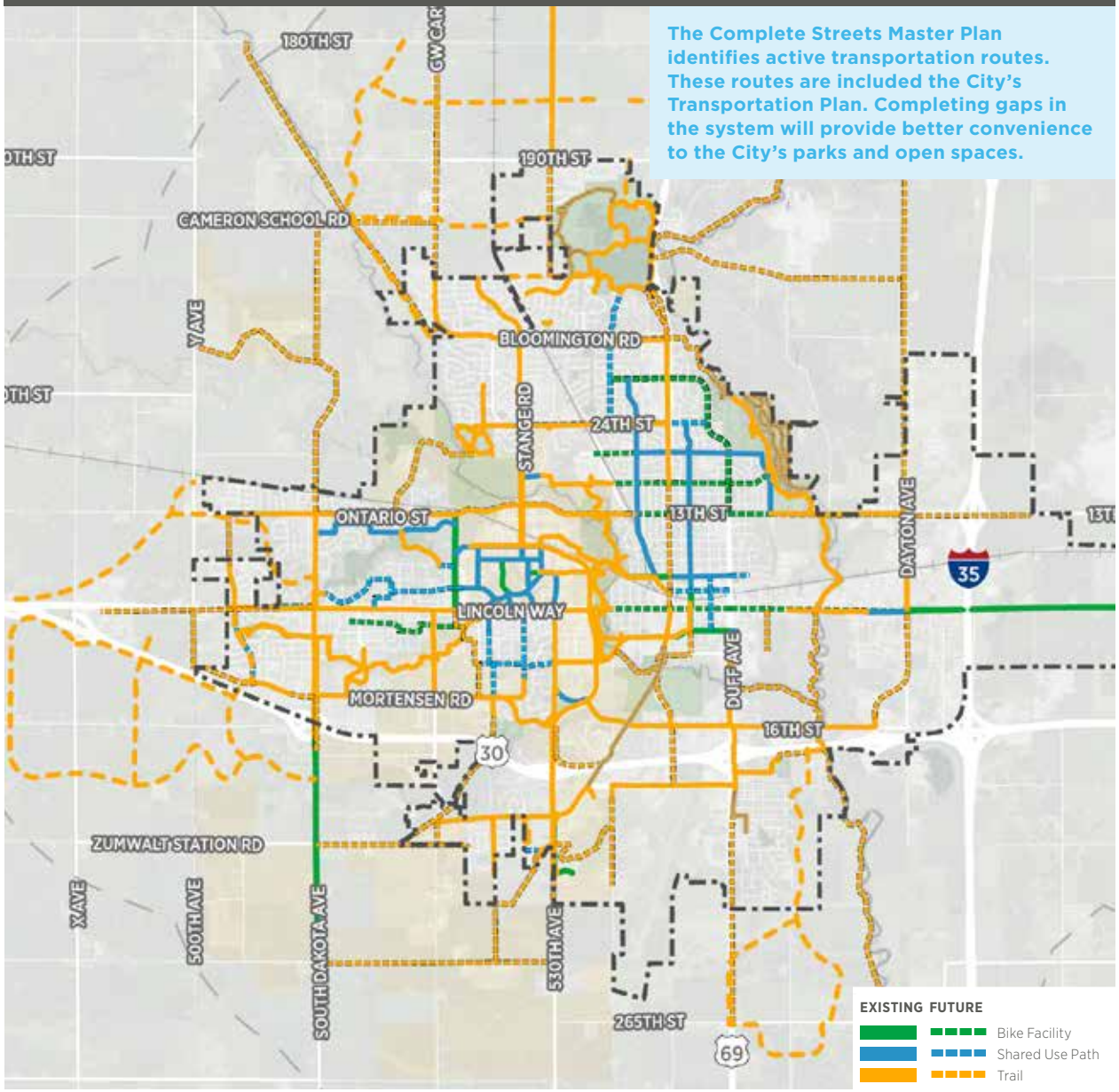
- When the City Council determines other priorities such as slow speeds, walkable commercial areas, enhanced multi-modal access, parking access, or other factors related to Complete Streets principles, LOS D shall not be required.
- Recognize that travel patterns and associated vehicle miles traveled and time lost due to congestion have negative effects on the environment and are a contributor to community emissions of GHG.
- The City uses traffic signal systems to manage corridor operations and are subject to individual warrant analysis and overall corridor needs.
- Pedestrian access and crossings are intended to occur at street intersections. At times, mid-block crossings may be appropriate for trail crossings or when there are long blocks.

M6: Transportation-Economic Development Link. Ames will recognize that its transportation system is a critical component of the city's economic success.

- Transportation arteries, including both the railroad and major roads, are also the corridors of commerce in Ames. They provide the access, parking, and visibility that retailers, service providers, and industry need to thrive.
- Incorporate walking and bicycling facilities into these areas to support multi-modal access.

FUTURE ACTIVE TRANSPORTATION FACILITIES CONCEPT

The Complete Streets Master Plan identifies active transportation routes. These routes are included the City's Transportation Plan. Completing gaps in the system will provide better convenience to the City's parks and open spaces.



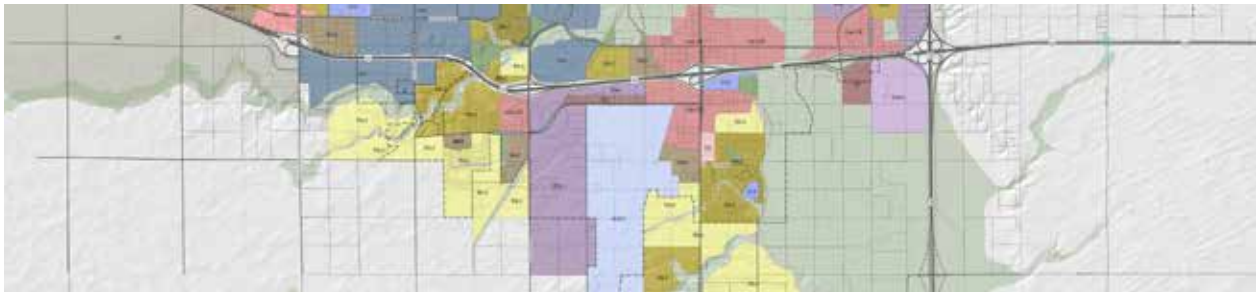
Source: City of Ames

ACTIONS

1 Continue to administer current planning initiatives for mobility.

Ames should have continuity between its current planning initiatives for enhancing mobility in the community.

- **Ames 2040 Growth & Land Use Chapter.** The Growth & Land Use Chapter presents a policy framework that incorporates transportation elements as it relates to future development of the City.
- **Forward 2045 Metro Transportation Plan.** Forward 2045 is the Long Range Transportation Plan for the greater Ames area. It presents a guide for enhancements to the existing transportation system within the city and future improvements. LRTPs shall continue to evaluate option for transportation improvements consistent with the policies of Plan 2040.
- **Complete Streets Plan.** The Complete Streets Plan provides a context-sensitive approach to planning and designing the street network to be safer and more comfortable.
- Future assessments of environmental issues, such as the Climate Action Plan, may influence planning for or prioritizing transportation improvements.
- Monitor and apply best technological practices in support of transportation management as well as supporting EV usage and other methods to reduce vehicle miles traveled.



2 Schedule and budget for future transportation studies to match land use growth.

As the City's population and businesses grow, so will demands on the City's existing transportation infrastructure. Ames will apply planned mobility improvements and study future mobility connections. Studies the City will need to consider that align with the Future Land Use Map include:

- **Growth Area Network Studies.** Each growth area shows a network of streets that, if planned early, will create a system of streets that creates more connected neighborhoods. Consider plans for protected intersections, such as roundabouts early in the process. Conceptual layouts are identified on the next page.
- **South Interchange Study.** This study includes a potential new interchange located south of the Highway 30 Interchange where 290th Street crosses Interstate 35 and connecting to 265th Street for access to South Ames and ISURP. Creating an interchange at this location provides circulation options for development located south of Highway 30.
- **South Duff/HWY 30 Interchange Study.** Study for a diverging diamond interchange, six lane roadway widening, and Grand Avenue extension to Airport Road.

3 Use Development Review and Rezoning activities to assess transportation impacts and needs.

- Update Subdivision and Zoning Ordinance to align with best practices related to street typologies and character issues.
- Use traffic studies with large scale development to address development impacts and issues of timing for improvements.
- **North Interchange Study.** The 13th Street interchange will eventually warrant significant improvements. DOT plans to widen I-35 to six lanes from Ames to Des Moines. The plan recommends studying a new interchange that aligns with streets that provide better serviceability to Ames, and allows for separation of truck traffic, through traffic, and residential traffic. This alignment may connect with Riverside Road or Bloomington Road.
- **Trail Planning.** The City's trail system includes expansion outside of the City to connect to County and regional facilities. Maintain a trail system map to guide planning in growth areas and beyond.

ACTIONS

Growth Area Network Studies

A. North Growth Area Connections

Streets to serve their immediate project and future neighborhood growth.

- Stange Road Extension serves neighborhood development to the north.
- Cameron School Road Extension provides greater access to Ada Hayden Heritage Park.
- Collector Streets intersecting GW Carver Avenue should be aligned, not staggered.
- Welbeck Drive should continue north to future neighborhoods.
- Bella Woods Drive Connection. The land south of Cameron School Road and Bella Woods Drive should be reserved for a potential extension to serve future neighborhoods.

B. West Growth Area Connections

Streets constructed by developers to serve their immediate project and future neighborhood growth.

- Street that provides continuity from Thackary Drive to XI Avenue.
- Street that provides continuity from Wilder Avenue through future western growth.
- Neighborhood Road that provides circulation.

C. South Growth Area Connections

Neighborhood Roads are streets constructed by developers to serve the immediate neighborhood and future neighborhood growth.

- The proposed Skunk River Road is a public project that provides residents an alternative route to Highway 69. It would open market demand for land that may otherwise be challenging to develop without it.
- Neighborhood Road that wraps the project area, providing connections beyond 265th Street.

NEIGHBORHOODS, HOUSING & SUBAREAS

VISION // 2040 AMES

NEW DEVELOPMENT AND REDEVELOPMENT CHOICES THAT ADDRESS SPECIFIC NEEDS OF THE COMMUNITY FOR HOUSING, NEIGHBORHOOD PLANNING, ECONOMIC DEVELOPMENT, INFRASTRUCTURE ENHANCEMENTS, AND CITY PROGRAMS.

CONDITIONS

This chapter addresses housing and neighborhood development issues and policies, establishing goals and strategies to help Ames achieve the overall vision of providing quality housing choices attainable to current and prospective residents across a variety of income ranges and household types. It address as these issues from the perspective of affordability and investigates the role of infill development in meeting community development needs. The first chapter of this plan, DISCOVERY, provides additional housing data oriented to future land use and land development needs.

Availability and affordability of housing have become especially critical issues throughout both urban and rural America in this part of the 21st Century. The nature of the problem and the definition of "affordability" are relative, determined by market conditions, supply, and the income characteristics of individual regions and communities. Ames has not escaped these national trends for higher costs of housing. The need for affordable housing has always been with us, but in 2021 as this document is being written, several factors are aggravating the situation from a national perspective and could have effects on future housing policies.

The COVID Pandemic surprisingly did not suppress housing demand as was first thought would occur. For various reasons people reinvested in their homes and sought to buy homes on the market. The overall inventory of available homes on the market dropped substantially across Ames, meaning homes sold very quickly with few choices for buyers.

New construction was impacted during the pandemic. Cost of construction increased due to shortage of labor and materials in 2020 and 2021, causing impacts to meeting demand for housing as well as increasing its overall cost. Housing construction costs for average new home construction appears to be between $150-$200 a square foot in 2021. New construction costs greatly exceed the cost of the median home value in Ames, which was also true in recent years that preceded the pandemic.

The overall pace of construction for new single-family homes has averaged approximately 90 homes a year for the past decade. About 20% of the new home construction is attached single family. Peak construction rates occurred prior to the 2008 Recession with as many as 264 homes built in one year. City building permit records indicate a total of 2,421 single-family detached and attached homes were built between 2000 and 2020. The patterns of development followed conventional patterns for most of these homes, despite the City's encouragement of Village design principles and support for different housing types and price points.

Multifamily housing construction had a much different growth pattern over the past decade. Apartment development increased substantially as a result of increased enrollment at ISU along with the surge in the "Millennial" population maturing into household formation stages of life. Ames experienced a large number of student housing based developments, especially in the area of Campustown.

These developments differ from typical apartment construction due to the design for individual suites and greater occupancy through rent by the bedroom models compared to traditional apartments. Purpose built student housing does limit housing options for traditional family and workforce based housing by catering to a specific market niche, which can also be higher cost housing due to its design.

City building permit records indicate 6,119 multifamily units were approved from 2000-2020. Through the past ten years the vacancy rate of apartments has been typically below 5%; in some years it was estimated at below 2% based about city surveys and census data. Although there was temporary increase in vacancy rates in 2019 with changes in ISU enrollment and peak levels of production, by 2021 vacancy is once again estimated at approximately 5%. This indicates the market weathered the changes in student enrollment by recalibrating to a more diverse population and may be in position to expand again.

Additional senior housing was also added to the City in the past ten years and are included in the multifamily unit counts.

CONDITIONS

Housing Trends

Affordability

University cities like Ames face additional affordability problems compared to national trends. Major universities have increasingly relied on the private sector to provide student housing and students compete with permanent residents for rental housing, driving up overall production and potentially rents. A group of students, pooling their resources and with parental support, often can afford to pay more for off-campus housing than a single conventional household. In some places, parents of sufficient means have purchased condominium units or homes that they sell after their student graduates. These activities have occurred in Ames in the form of the University housing policies focused on housing approximately 30-35% of enrolled full-time students along with the private market demand factors.

The characteristics of university cities tends to make affordability analysis difficult by injecting a large number of student households with low annual incomes. As a result, use of traditional census data can be misleading about true local conditions. Consideration of households, families, and age statistics helps paint the complete picture. Despite this complication, the tables below lead to conclusions that have a significant impact on housing policy for Ames:

» The ratio of median value to median household income is a useful quick measure of overall housing affordability and the burden that housing costs place on households.

HOUSING AFFORDABILITY

*A healthy, self sustaining housing market will have a value to income ratio between 2 and 3. While the value in Ames sits at 4.37, the student population drives down the median household income and does not provide a truly accurate picture of the housing market for the typical household. The value to income ratio for just 25 to 44 year olds (median income of $52,868) is lower at 3.53, but still shows a market with affordability issues.

HOUSING AFFORDABILITY COMPARISON

	MEDIAN HOUSEHOLD INCOME	MEDIAN HOME VALUE	VALUE / INCOME RATIO	MEDIAN CONTRACT RENT	POPULATION
AMES, IA	$42,755	$187,000	4.37	$777	65,005
ANKENY, IA	$77,801	$197,500	2.54	$848	56,237
IOWA CITY, IA	$45,991	$202,200	4.40	$809	73,415
LAWRENCE, KS	$49,297	$183,700	3.73	$714	93,854
FAYETTEVILLE, AR	$41,158	$193,000	4.69	$611	81,889
MANHATTAN, KS	$47,632	$193,900	4.07	$767	55,427

Source: 2017 American Community Survey

HOUSING OCCUPANCY CHARACTERISTICS

	2000	% OF OCCUPIED UNITS	2010	% OF OCCUPIED UNITS	CHANGE 2000-2010	2017	% OF OCCUPIED UNITS
TOTAL UNITS	18,757		23,876		5,119	26,277	
OCCUPIED	18,085		22,759		4,674	25,123	
OWNER-OCCUPIED	8,337	46.1%	9,703	42.6%	1,366	9,877	39.3%
RENTER-OCCUPIED	9,748	53.9%	13,056	57.4%	3,308	15,246	60.7%
TOTAL VACANT	672		1,117		445	1,154	
VACANCY RATE	3.6%		4.7%			4.4%	

Source: US Census Bureau, 2000 & 2010; 2017 American Community Survey

CONDITIONS

In general, a ratio in the range of 2.5 to 3.0 reflects a general population that is appropriately "burdened" – that is a population with incomes that support housing cost. Below that range begins to suggest undervalued housing; above suggests an "overburdened" population. The sample of university communities including Ames displays a V/I ratio substantially higher than the 3.0 standard. By comparison, Ankeny, a popular but more conventional suburban market, has a ratio well within this range without the distortion of student household incomes.

» Median contract rent is comparable to that of communities and relatively consistent with rents across the Midwest. However, typical rents required for new, market-rate projects without financing assistance appear to be well above this level. Notably construction of large scale mixed use and urban style housing projects will have higher rents due to higher construction costs.

» Over the last two decades, more rental than ownership units have been added to Ames housing inventory. About 60% of Ames' occupied units are renter occupied. The percentage of rental housing to total housing has increased since 2000. This follows national trends related to homeownership rates from the past decade.

» ISU provides housing for students that is not counted as households by the Census. ISU has a supply of dormitories and apartments for students. Approximately 12,000 students are housed by ISU annually, depending on market conditions. ISU has not indicated they have any plans to add additional campus housing.

Public Opinion Survey Findings

The opinion survey conducted at the beginning of the Ames Plan 2040 process provides important input for future policy and program development. Key results follow:

» A need for more single-family housing and a greater variety of new products in addition to multifamily.

» A relative lack of local builders and significant concern about affordability.

» A general view that infill development and redevelopment are important but can also create opposition in built-up areas.

» Preservation of existing housing should be an important priority.

» New housing development should have access to important city services including CyRide and trails.

» Neighborhood organization is a valuable tool in conserving existing housing.

» Housing development for students and for permanent residents should be in better relative balance.

This overall analysis of affordability and development issues provides the basis for housing policy recommendations in the following section.

Housing Projection

The growth directions and land use plan are based on projected population growth of about 15,000 people between 2020 and 2040, equivalent to an annual growth rate of 1.5% and approximately stable enrollment at ISU and similar housing policies. The demand table on the following page projects twenty year housing demand based on this 1.5% annual growth rate based on the following assumptions:

» **Variety.** Demand includes all housing types: apartments, single-family, duplex, etc. in order to provide options to buyers of all demographics.

» **Households.** The average number of people living in each housing unit, or household population (total population minus the number of people living in dorms, skilled nursing, or not in households) remains constant.

» **Vacancy.** While it may seem counterintuitive to want a higher vacancy rate, a rate between 5% and 7% is actually healthy—it provides options for resident moving into Ames and moving within Ames. Additionally, the higher vacancy rate keeps prices more affordable. The vacancy

PROJECTED HOUSING DEMAND

	2020	2025	2030	2035	2040	TOTAL
1.5% Annual Growth Rate and Steady Student Enrollment						
POPULATION	66,182	69,210	72,472	75,987	79,772	
HOUSEHOLD POPULATION	57,464	60,094	62,926	65,977	69,265	
AVERAGE HOUSEHOLD SIZE	2.3	2.3	2.3	2.3	2.3	
HOUSEHOLD DEMAND	25,123	26,272	27,511	28,845	30,282	
PROJECTED VACANCY RATE	4.39%	4.9%	5.4%	5.9%	6.4%	
ANNUAL REPLACEMENT NEED		75	75	75	75	300
TOTAL UNIT DEMAND AT END OF PERIOD		1,422	1,530	1,647	1,774	6,373
AVERAGE ANNUAL CONSTRUCTION		284	306	329	355	317

CONDITIONS

rate should increase from 4.39% to 6.4% through proactive policies to provide more variety/options in the market for attracting new residents.

» **Replacement Need.** The replacement need is estimated to account for units lost either to conversions or demolition. Many units, due to neglect and unsafe conditions, will need to be torn down. Other units will be lost from homeowners making renovations that lead to fewer units than before the work started or conversion to a non-residential use.

Based on the factors above, the planned population growth of 15,000 (by 2040) generates production of 6,373 units, or average annual construction demand of 317 units.

Price Distribution

Housing policy must focus not just on the quantity of construction but also on the distribution of products from a tenure and affordability perspective. On the next page, the table assumes that the creation of new family households with the maturing of younger cohorts over the next 20 years will generate an increased demand for equity housing. It also assumes that the concept of "owner-occupied" housing will continue to expand and diversify beyond the traditional single-family home on relatively large lots. Price points for both types of tenure are allocated proportionately to estimated income distribution in the 2019 American Community Survey. "Affordability" is defined as housing cost equal to about 30% or less of gross household income.

This analysis suggests the highest need in the middle ranges of owner occupancy (about 40% of total demand) and lower ranges of renter occupancy (about 31% of total demand). It is important to note that Ames' high percentage of students living out of group quarters and in household units tends to depress income distribution statistics. As previously noted, students pooling resources or taking advantage of parental support can build demand for higher rental units.

PROJECTED HOUSING DEMAND BY TENURE AND PRICE POINT

	2020-2030	2030-2040	2020-2040	% OF TOTAL NEED
TOTAL NEED	2,952	3,421	6,373	
TOTAL OWNER OCCUPIED	1,623	1,882	3,505	55%
Under $150,000	221	256	478	7%
$150,000-$225,000	424	491	915	14%
$225,000-$300,000	341	396	737	12%
$300,000-$400,000	401	464	865	14%
Over $400,000	236	274	510	8%
TOTAL RENTAL OCCUPIED	1,328	1,539	2,868	45%
Under $600	547	634	1,181	19%
$600-1,000	368	426	793	12%
$1,000-1,500	229	266	495	8%
Over $1,500	185	214	399	6%

Source: RDG Planning & Design, 2019

PRICE POINTS DISTRIBUTED BY DEVELOPMENT TYPES

	LOW	MODERATE	MIDDLE	HIGH
TYPICAL DENSITY	<4 du/A	4-10 du/A	10-20 du/A	>20 du/A
TYPE	1-Family Detached	1-Family Small Lot, Attached, Townhome, ADU	Townhome, Rowhouse Small Multifamily	Rowhouse, All Multifamily
Under $150,000	Generally accommodated by existing housing			
$150,000-$225,000	20%	50%	30%	-
$225,000-$300,000	50%	25%	25%	
$300,000-$400,000	70%	10%	10%	10%
Over $400,000	70%	10%	10%	10%
TOTAL RENTAL OCCUPIED				
Under $600	-	10%	20%	70%
$600-1,000	-	20%	20%	60%
$1,000-1,500	-	20%	20%	60%
Over $1,500		25%	50%	25%

Source: RDG Planning & Design, 2019

CONDITIONS

POTENTIAL 20-YEAR DEVELOPMENT PROGRAM BY HOUSING TYPE					
	LOW	MODERATE	MIDDLE	HIGH	TOTAL
TYPICAL DENSITY	<4 du/A	4-10 du/A	10-20 du/A	>20 du/A	
TYPE	1-Family Detached	1-Family Small Lot, Attached, Townhome, ADU	Townhome, Rowhouse Small Multifamily	Rowhouse, All Multifamily	
Under $150,000	Generally accommodated by existing housing				
$150,000-$225,000	212	530	318	0	1,060
$225,000-$300,000	427	213	213	0	853
$300,000-$400,000	701	100	100	100	1,002
Over $400,000	413	59	59	59	591
TOTAL RENTAL OCCUPIED					
Under $600	-	118	236	827	1,181
$600-1,000	-	159	159	476	792
$1,000-1,500	-	99	99	297	495
Over $1,500	-	100	199	100	399
Total	1,753	1,378	1,384	1,858	6,373
Source: RDG Planning & Design, 2019					

Housing Types

Rising construction costs, limits on resources available to prospective homebuyers, and the need for greater efficiency in transportation and infrastructure create forces that suggest more diversity in types of housing development. The market cannot provide units under $150,000. To remain affordable, owner-occupied housing will diversify beyond the traditional detached home on a large subdivision lot to smaller lots, attached units, townhomes, rowhouses, and condominiums. Hybrid forms like owner-occupied duplexes and accessory dwelling units on single-family lots also have roles to play. Affordable to moderate and middle-income households will gravitate toward these alternative configurations over time. Similarly, rental housing environments may evolve away from large buildings and apartment blocks to small footprint structures with limited common space and corridors – partially the result of the COVID experience.

The table on page 115 displays an estimate of the percentage of given price points served by different physical construction types, and distributing Ames' demand projection according to these percentages. These then relate to the land use categories and density ranges discussed in the Growth & Land Use Chapter.

This calculation indicates the need for a relative balance in all four general density categories of housing construction. While this methodology suggests that conventional single-family detached and high-density multifamily will continue to account for the most new units, a much greater number of middle-density development will be needed. This has important policy implications for land use regulation and potential development incentives. It is also not meant as a specific prescription for housing development but rather as a benchmark to evaluate construction output during the planning period.

GUIDING PRINCIPLES

Guiding Principles for Neighborhoods, Housing & Subareas

H1: Housing Choice and Attainability. Ames will support housing choice and attainability for people of all income ranges. Growth and Land Use Policies include a range of housing types that meet the programmatic and economic requirements of all demographic groups.

Support for increased supply is important to moderate cost increases due to supply constraints; however, a variety of housing types and size of housing can create a broader range of price points making ownership housing more attainable for a wider segment of the population. Although the City endeavors to increase the percentage of ownership housing units in the City as a percentage of total units, adding rental housing opportunities is important to health of the community as well. Rental housing choices are key components of land use planning in growth areas and redirection areas where they help to fulfill overall community development goals in addition to housing. The evolving senior housing demographic will also impact housing design and choice over the next 20 years.

H2: Neighborhood Quality. Ames will support maintaining the quality of existing neighborhoods by encouraging reinvestment and conserving and enhancing existing housing.

The majority of Ames' affordable housing inventory is already on the ground - and existing residential represents the city's largest single capital asset. Maintaining the quality of existing neighborhoods is fundamental to an effective city housing policy.

Neighborhood conservation has two primary focuses: 1) maintaining the quality and integrity of existing investment and 2) strategic infill development that both addresses problems and increases the value and quality of the local environment. Neighborhoods in Ames are not islands and neighborhood conservation is a dynamic process. Change will occur, but change must be managed and directed in ways that strengthen the city's residential areas.

H3: New Development Areas that Build Community. Ames will use density, scale, and building types to define development areas that build connected communities, each of which provides housing choices.

Planning and development in "greenfield" growth areas should align with the overall housing goal of providing choice and variety of tenure, design, and price. The growth concept presented in the Growth & Land Use chapter establishes development areas that are connected to the City, served by logical extensions of greenway and transportation systems, and a mix of both land uses and residential densities. They are intended to help build community both within themselves and together with previously established neighborhoods. They are not intended to be unstructured clusters of subdivisions.

H4: Redirection Areas. Ames will Identify land use redirection and infill areas and encourage their eventual redevelopment.

Infill development can provide a variety of urban housing environments in areas that are underused or inefficiently used and can take advantage of Ames's existing resources.

Underused but strategically located sites can provide important resources for housing development that take advantage of existing commercial development and community services. In many cases, these opportunities are located along or near major urban corridors.

City policy should identify these opportunities and advance their redevelopment through planning and private sector partnerships.

POLICY FRAMEWORK

HOUSING CHOICE AND ATTAINABILITY

Ames will have housing choice that are attainability for people of all income ranges.

H1-1. Establish a goal and coordinated program to increase annual production of non-multifamily housing units, specifically focusing on single-family attached and detached, duplex forms, townhomes and rowhouses, and small footprint apartment developments.

H1-2. Establish standards and appropriate areas within both growth and infill redirection areas for a variety of residential types. The intent is support a general variety of housing that is integrated within a neighborhood. Discourage purpose built student housing located away from campus.

H1-3. Work with neighborhoods to explore modification of selected single-family zoning districts to permit accessory dwelling units and duplexes on lots that meet specific criteria focused on design compatibility.

H1-4. Evaluate City programs and development standards for diversifying housing types, tenure, and price points within developments over a certain size. This includes consideration of financial incentives and acquisition of land for low-income housing and consideration of public participation in infrastructure or other development costs to create additional housing opportunities.

H1-5. Utilize a variety of funding sources and programs to support retention and creation of affordable housing. This includes supporting use of Section 8 vouchers within the community, partnerships with private or nonprofit development corporations, use of CDBG and HOME funds, and other housing trust, state and federal programs.

H1-6. Encourage development of housing forms that provide a source of rental income for potential owner-occupants, in coordination with Policy HD-3. These include owner-occupied duplexes, accessory dwelling units, and co-housing concepts.

NEIGHBORHOOD QUALITY

Ames will support maintaining the quality of existing neighborhoods by encouraging reinvestment and conserving and enhancing existing housing stock.

H2-1. Maintain the character of existing single-family blocks in established neighborhoods. When diversifying density, limit higher-density infill to areas with frontages along avenues and boulevards as designated in the Complete Streets Plan.

H2-2. Make strategic investments in public infrastructure that enhance character and sustain the value of neighborhoods. Examples include support of neighborhood driven and identified improvements as well as regular City investment in infrastructure upgrades and maintenance for consistent quality and features across the community. Infrastructure includes sidewalks, lighting, street trees, storm water, public art, traffic calming, and other traditional infrastructure.

H2-3. Support use of a Rental Code and other property maintenance codes to ensure safe and high-quality living conditions for Ames residents. Addressing nuisances and dilapidated or dangerous building conditions may require specific intervention tools and methods to alleviate impacts to the surrounding and neighborhood character.

H2-4. Identify resources, such as the use of CDBG and HOME funds, for targeted programs that 1) maintain the integrity of residential building envelopes, 2) encourage energy efficiency, and 3) fund acquisition/rehab/resale programs for homes that become available at feasible cost.

H2-5. Use zoning and building standards to address neighborhood design and architectural compatibility. Specific overlays, such as Historic Districts, Hospital Medical, and Single-Family Conservation, address design features, scale, transitions, and uses for the purpose of maintaining neighborhood character.

NEW DEVELOPMENT AREAS

Ames will use density, scale, and building types to define development areas that build connected communities, each of which provides housing choices.

H3-1. Implement the essence of this plan's growth area concepts by providing specific land use guidance for their development with required density ranges. Plan for a mix of housing types that match the land use intent for the growth areas and infill areas. Monitor development as it occurs over time to ensure trends are consistent with land use, growth, environment, and housing goals.

H3-2. Emphasize design quality with density to create compatibility of uses and lasting character for new neighborhoods and developments. Through the development approval process, encourage attributes such as walkability, continuous and usable public space, trail connectivity, and placemaking features. Establish general standards and outcomes that give applicants both the flexibility and the responsibility to demonstrate consistency with the goals for housing diversity and quality.

POLICY FRAMEWORK

REDIRECTION AREAS

Ames will Identify land use redirection and infill areas and encourage their eventual redevelopment through Sub-Area Plans and/or zoning tools.

H4-1. Identify land use redirection sites as special development areas that incorporate appropriate commercial a variety of housing types, including new residential forms that take full advantage of convenient services, walkability, and access to major attractors such as the Iowa State campus, Campustown, and Downtown Ames. Types of land use redirection areas include:

- Major corridors, with an emphasis on vacant sites, obsolete uses like isolated single-family houses and outdated commercial development, over-sized parking lots and other hard-surfaced areas, and vacant sites.
- Central sites with very low-density or spottily developed property in high value, centrally located environments.
- Large sites with substantial deterioration, poor infrastructure, and serious land use incompatibilities.

H4-2. Complete Corridor Action Plans for key city corridors. Such a plan was developed for the Lincoln Way Corridor, and includes development concepts for infill, redevelopment, and transportation improvements. Corridor Action Plans focus on corridors that provide key linkages and connections throughout the City. They may be integrated into a Neighborhood Plan, Subarea Plan, or may be an independent document.

The corridors for possible study listing identifies candidate corridors for future study over the twenty year life of this plan. The order of priority and sequence of proceeding with studies are subject to available resources and their priority. Like the Lincoln Way Corridor Plan, the planning process should engage direct stakeholders and the community at-large.

Corridors for possible future study include:

- Duff Ave from 13th St to south of Highway 30
- Duff Ave from Airport Rd to south of 256th St
- North Grand Ave from 24th St to 190th St
- North Grand Ave from 24th St to Lincoln Way
- East Lincoln Way (east of downtown)
- West Lincoln Way (west of Dakota Ave)
- Dayton Ave, south of Lincoln Way

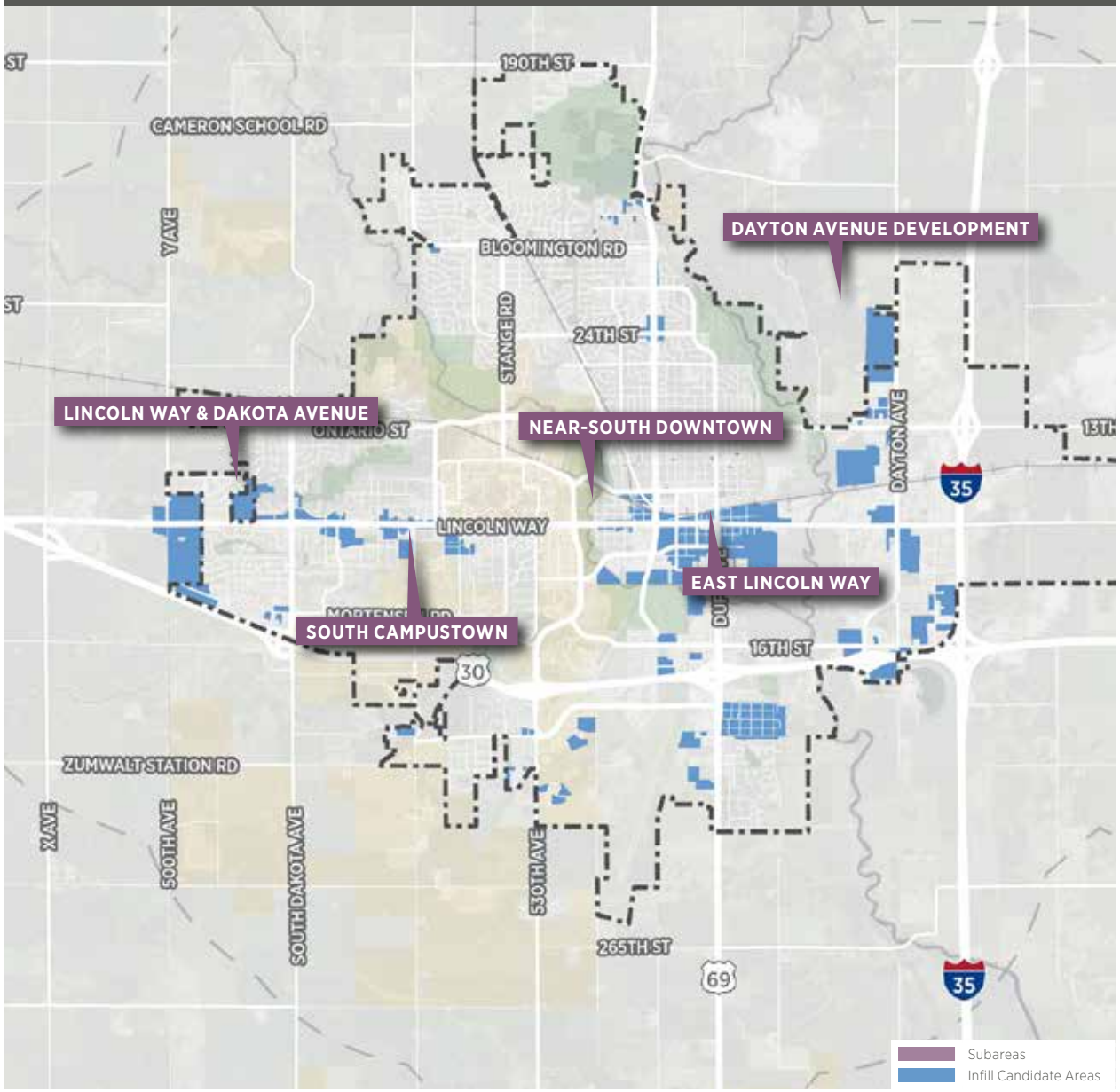
H4-3. As potential infill redevelopment areas are identified, prepare detailed concept plans to support the desired outcomes for an area. A successful infill development plan will connect to neighborhoods and increase density around existing transportation corridors and services. The Infill Opportunity Map identifies candidate infill sites and subareas that may warrant master planning to ensure continuity between independent projects.

- **Subarea Plans.** Redevelopment in subareas should trigger a master planning process to ensure continuity between future development proposals. Properties in subareas often involve multiple owners, so the area's redevelopment should be coordinated to maximize everyone's interests - private and public.
- **Infill Candidate Sites.** Infill candidate sites identified in the map are those that meet the identified infill development criteria. Development of these properties is subject to existing regulations.

The following pages illustrate potential examples of redirection for selected sites. They are intended to illustrate possibilities, rather than prescribe the nature of future development. They also display the ability of central city sites in unusual or underused locations to accommodate a variety of housing types.

POLICY FRAMEWORK

REDIRECTION AREA OPPORTUNITIES



Source: City of Ames; HDR

POLICY FRAMEWORK

South Campustown Subarea

The South Campustown Concept includes a mix of multifamily buildings and townhouses. This demonstration shows how an area can triple the number of units as part of a redevelopment effort, providing housing options for ISU faculty and others wanting to be near campus. It also demonstrates a method of transitioning between the intensive Campustown environment to the single-family neighborhoods south of the University.

Implementing a project of this type is likely to require policy and zoning revisions, including refinement of existing provisions to protect university-influenced neighborhoods.

SOUTH CAMPUSTOWN SUBAREA CONCEPT

Site	Existing DU	Possible DU
A	21	60
B	9	72
C	4	10
D	17	40
E	16	36
F	24	30
G	0	30
Total	90	278

Near-South Downtown Subarea

The Near-South Downtown Concept that converts excess parking lots and a low-density housing enclave adjacent to the city center into a new neighborhood of urban townhomes and rowhouses. The concept features a rail side park and pedestrian crossing over Grand Avenue. It displays a potential for adding 160 units of owner-occupied housing into an area rich in convenience and neighborhood services.

NEAR-SOUTH CAMPUSTOWN SUBAREA CONCEPT

Site	Existing DU	Possible DU
A	16	68
B	0	68
C	0	26
Total	16	160

POLICY FRAMEWORK

East Lincoln Way Subarea

The East Lincoln Way concept explores the possibility of major mixed use development adjacent to Downtown Ames and north of the Duff Avenue commercial corridor. The idea re-envisions industrial blocks immediately east of Downtown as an innovation district, mixed use commercial/residential development along Lincoln Way and lower density townhomes farther to the south, overlooking a promenade at the lop of the escarpment with views to the South Skunk River greeenway below. This concept includes about 470 units as part of a redevelopment effort.

- Higher intensity uses (mixed use, multi- family) along Lincoln Way provides commercial spaces oriented to the street with residential blocks over parking set back from the road.
- Lower intensity townhomes would be served by a relocated and improved 2nd Street. Borne Avenue would connect the area to Target and major commercial uses along Duff.

EAST LINCOLN WAY SUBAREA CONCEPT

Site	Existing DU	Possible DU
A	19	96
B	21	304
C	0	72
Total	40	472

COMMUNITY CHARACTER

VISION // 2040 AMES

AESTHETIC AND DESIGN IMPROVEMENTS THAT SUPPORT A SPIRIT OF COMMUNITY, RESPECT OF AMES'S HERITAGE, AND CREATE NEW HIGH QUALITY BUILDINGS AND SPACES TO BUILD UPON OUR CHARACTER.

CONDITIONS

This plan began with a discussion of four unifying themes - Sustainability, Health, Choices, and Inclusivity - that underlie the directions and policy recommendations of this document. These fundamental values are the aspirational lens through which we view both the Plan and the hundreds of individual decisions that it may influence in coming years. It is appropriate, then, that the Ames 2040 Plan document ends with a discussion of community character: how the physical environment expresses these values.

Community character in a sense is larger than the physical appearance of the City because "character" has a much larger human component. Character is more about who we are than about what we look like. Because a comprehensive plan like Ames Plan 2040 is largely about the City's built and natural environment, this section and its policies focus on the physical component. The City's environment communicates its messages to two audiences - internally, to people who live, work, and invest in Ames and externally, people who come to the City to work, learn, visit, and do business. To the former, the messages help determine their level of satisfaction with the City. To the latter, they create the impression that people come away with and communicate to others.

CONDITIONS

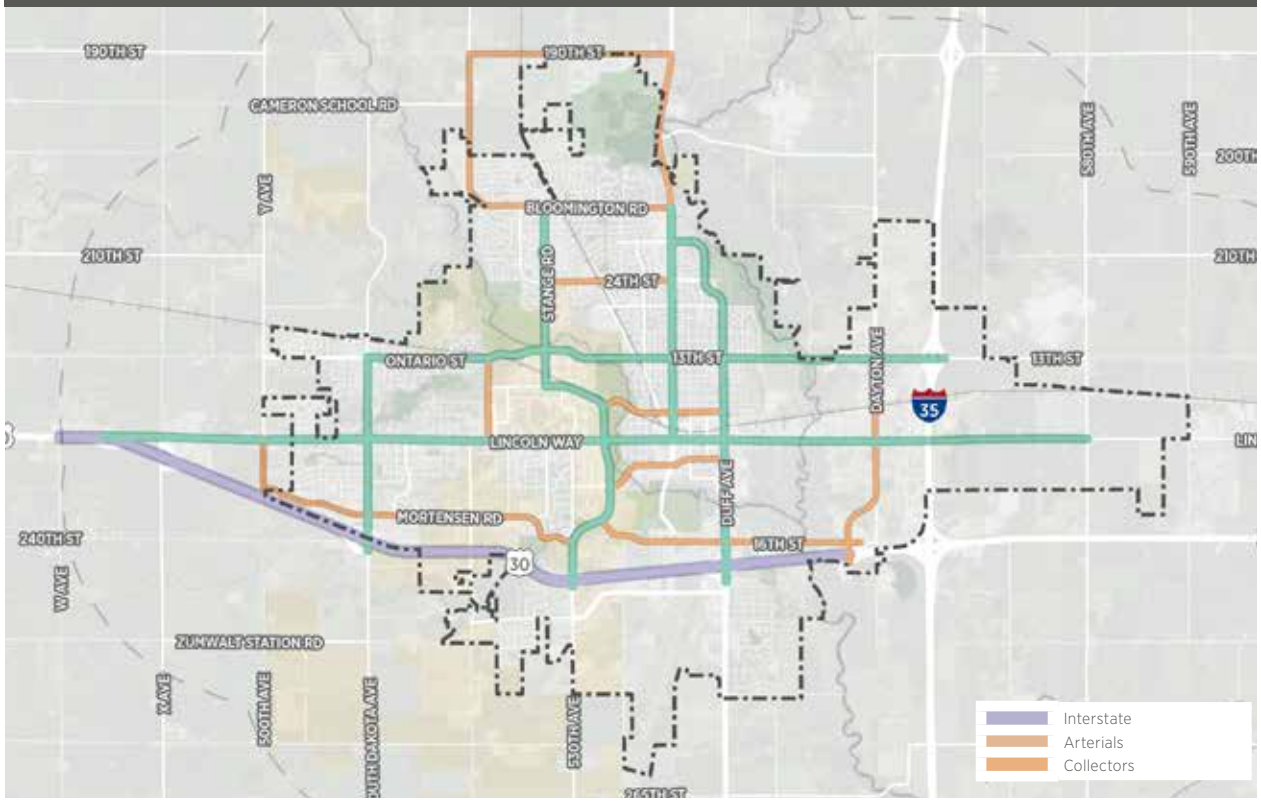
The Character of Ames

Ames is a community characterized by a relatively compact form that encourages interaction, an intimate and active traditional main street, an extensive system of greenways and trails that both define and connect the city's subareas, and of course the distinctive Iowa State University campus that attracts tens of thousands of people from around the world. Its historic neighborhoods and streets feature a human scale and extensive tree canopy which set a tone for newer development.

In addition to downtown, the City has several urban activity centers that include Campustown, Somerset Village, North Grand Mall area, ISU Research Park, open space and parks, and mixed use corridors, each of which offers specific features. The City is known for learning and research and the application of that research to real world problems. Overall, it is a place where people can experience the opportunities associated with a major urban setting and still enjoy the benefits and feel of a close-knit community. The community's vision seeks to maintain this character, while continuing to expand opportunity and enhance quality of life. When planning for growth, the connection and integration of people, places and activities is sought in creating a sense of place in a special community called Ames.

The experience of entering a city and traveling through its public realm is very important to the quality of the city experience. For example, people arriving in Ames from its primary Interstate 35 and Highway 30 entrances gain their first impression of the community here and are influenced by the pathways that they travel to and from their destinations – home, work, and other places. Ensuring quality land uses and maintenance of its entrances and corridors is just as important as the quality of their destination.

CORRIDORS OF CIVIC IMPORTANCE



Ames' community character is significantly influenced by the land uses and maintenance of its **"CORRIDORS OF CIVIC IMPORTANCE"** that lead to its special districts. While the Growth & Land Use chapter includes many of the guiding principles and actions to achieve a stronger community character, the intent of this chapter is to supplement those policies to support a greater sense of place and connectivity, physically and psychologically, in building a neighborhood and overall community identity and spirit.

GUIDING PRINCIPLES

Guiding Principles for Community Character

C1: Maintain and Enhance Ames' Heritage. Ames seeks to identify, conserve, preserve, and restore historically significant structures and archaeological resources.

Historic Districts and other resources help connect people to the past. The City's Historic Preservation Plan guides City priorities.

C2: Recognize the Value of the Arts in Enhancing Ames' Appearance and Expanding its Cultural Options. Ames will continue to support the Arts as an enhancement to our culture and built environment.

Art installations, exhibitions, music, festivals, and other community events are desirable to create a sense of community and bring economic advantages to the City.

C3: Provide for Community Involvement and Diverse Opportunities. Community events, programming, and other activities are an opportunity to bring people from different backgrounds together and equitably meet diverse needs of Ames.

Additionally, the City can use expanded outreach efforts when planning for public spaces, community plans, and other significant projects to involve traditional stakeholders and under-represented or lower public participation populations, e.g. families with children, minority groups and students, in support of an inclusive environment.

C4: Recognize and Reinforce a Sense of Place for Existing and New Areas. Ames seeks to sustain its recognized character while planning for change and building upon its past success into the future with desirable design features and amenities.

Features and amenities include pedestrian/bicycle friendly environments, urban and concentrated centers, connections throughout neighborhoods, districts, and the City, enhancement of environmental resources, and architectural quality and compatibility. This includes maintaining and enhancing downtown and campustown, creating greenways, and supporting existing and emerging neighborhoods and commercial areas.

C5: Add Distinctive Design Characteristics. Land use and site design characteristics for areas adjacent to gateways and nodes should be guided through consideration of building placement, parking, and access that reinforces the walkability and aesthetic environment of the surroundings.

Gateways to Ames should include specialized signage, lighting, and landscaping approach. Recognize that some areas are more reliant on historic character for their success and quality while some areas will embrace new design techniques and create a new high- quality environment. Blending of these ideas is essential for successful transitions.

C6: Improve Design Quality. Ames seeks to expand the use of good design features within private development as well as City infrastructure.

The goal is to create positive investment in the aesthetics and image of the City with design, not just efficiency and density. Embellish the surroundings to create interest, whimsy and identity that include a focus on people and the environment. New development, buildings, and public spaces are expected to address design features with new proposals.

C7: Create Options for Activity. Ames has a variety of places to go where people can gather and be active in their community – parks, trails, event facilities, and unique shopping experiences.

New development will incorporate similar features and uses reflective of these community preferences and expand opportunities as the City's region grows.

ACTIONS

1 Leverage city programs to promote historic preservation.

The City offers programs (façade grants) and zoning standards that support the preservation and restoration of buildings, sites, and districts. Protecting the integrity of Ames' history will remain a priority for the community.

2 Apply high quality design features throughout the community and with all types of development.

Modify zoning standards and City specifications to address placemaking, environmental protections, building design goals for priority areas of the City.

- **i.** Update commercial zoning to recognize placemaking priorities compared to automobile access and parking priorities. Updates should rely on architectural interest, pedestrian enhancements and high-quality landscaping rather than large building setbacks and suburban design principles.
- **ii.** Public spaces, including parks and open spaces, support community identity and activity. Coordinate with principles of the Parks and Recreation Element.

3 Create infill and development standards for compatibility in residential areas and transition areas focused on design over density.

- **i.** This Plan includes compatibility standards in the Growth & Land Use chapter. These standards may be refined and updated to the City's changing needs.
- **ii.** Planning for sub-areas should evaluate the character of the area and its evolving differences for appropriate context sensitive design features. This approach is not to be viewed as requiring preservation or negating other priorities of the City for redirection areas.

4 Use art installations and programming as an invitation to explore the community and create unique experiences.

- **i.** Support both public/private investments in display of art as elements that create interest and accentuate positive design qualities. This includes sculptures, artisan crafted architectural features, and murals. Discourage private branding and signage as "art" for public display.
- **ii.** Explore with community partners the interest and need for a comprehensive public arts master plan. Prioritize installations and events in conjunction with placemaking interest of the City.
- **iii.** Continue emphasis on downtown and neighborhoods for art. Also expand opportunities to new centers and growth areas, including gathering areas with new development.

5 Include public involvement and outreach for public initiative.

Future planning initiatives and large City projects should include public awareness and a public engagement component to ensure equitable and diverse input tailored to the scope of project, such as a neighborhood scale up to the entire community.

6 Plan for coordinated city beatification through gateways, medians, corridors to support identity and beautification.

The Community Taxonomy Map identifies routes to and through the City that influence people's perception of Ames. Enhancing these corridors with coordinated streetscaping and better functional design will improve the City's overall image. See also Action on next page.

- **i.** Develop a public right-of-way plan for common themes or motifs that guide a thoughtful and integrated approach to beautification with trees, art, landscaping, lighting, and signage.
- **ii.** Use mobility improvements respecting Complete Streets principles to enhance appearance when feasible.

ACTIONS

Community Taxonomy

This section of the plan builds off of the City's complete streets concept and provides a basic taxonomy (map next page) of the community's character that supports the culture within it. Elements that frame the City include gateways, corridors, districts, nodes, destinations, and environmental fabric.

Gateways

Gateways are locations that convey to the visitor that they have arrived at their destination — Ames. Each gateway has their own distinctive character and categorized into the following:

- Primary – Arrivals to community usually from heavily traveled roads like Interstate 35 and Highway 30.
- Secondary – Arrivals to special districts like Downtown, Campustown, and Somerset Village

Gateways should be regularly maintained and their design should be revisited over time.

Corridors

The appearance and maintenance of corridors give visitors a lasting impression of the community. While the experience of every corridor is important, the role of the "Corridors of Civic Importance" are often most recognizable. Features that influence the person's perception includes the buildings (design, scale, use, setback, etc.), plantings (trees, grasses, shrubs, and flowers), quality (maintenance of roads and special features), and experience of the trip (lighting, pace of travel, convenience, and sense of safety).

Nodes

Nodes are decision-making points for travelers. These are typically crossroads of frequently traveled corridors and categorized as major and minor nodes.

- Major nodes are typically the crossroads of arterial streets. These intersections have significant exposure to visitors and the nature of their design reinforces the image that the visitor remembers. These nodes are priorities for maintenance and enhancement.
- Minor nodes are typically crossroads of arterial with collector streets.

Districts

Districts are areas with distinctive character, including special business districts, historic areas, and ISU campus. Neighborhoods and centers of commerce can also be districts. The section on Neighborhoods & Subareas identifies areas that are subject to further study.

Destinations

Destinations include schools, cultural-oriented sites, and registered historic buildings. While the map is not comprehensive, clusters of destinations appear in downtown and on ISU's campus. Preserving and enhancing destinations is a priority and often achieved through partnerships.

Environmental Fabric

Parks, greenways, waterways, and sensitive areas for the underlying connections throughout the City. The chapters on Environment and Parks, Trails, & Greenways offer numerous actions to enhance the beauty of Ames. Special attention to the maintenance along the Corridors will be required.

ACTIONS

The chapters on Growth & Land Use and Mobility captures the policies and actions to ensure that the integrity of Ames' corridors and neighborhoods continue to reinforce the character of the community, connecting people from origin to destination. The Community Taxonomy Map builds off of the Complete Streets Plan and identifies gateways, nodes, districts, and landmarks.

Destinations

Gateways

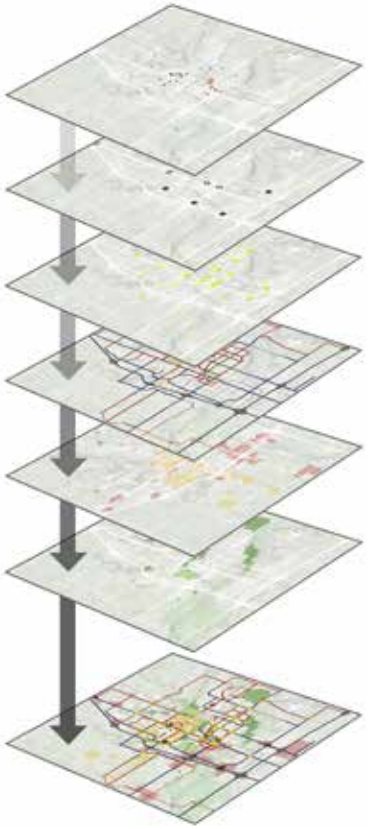
Nodes

Corridors

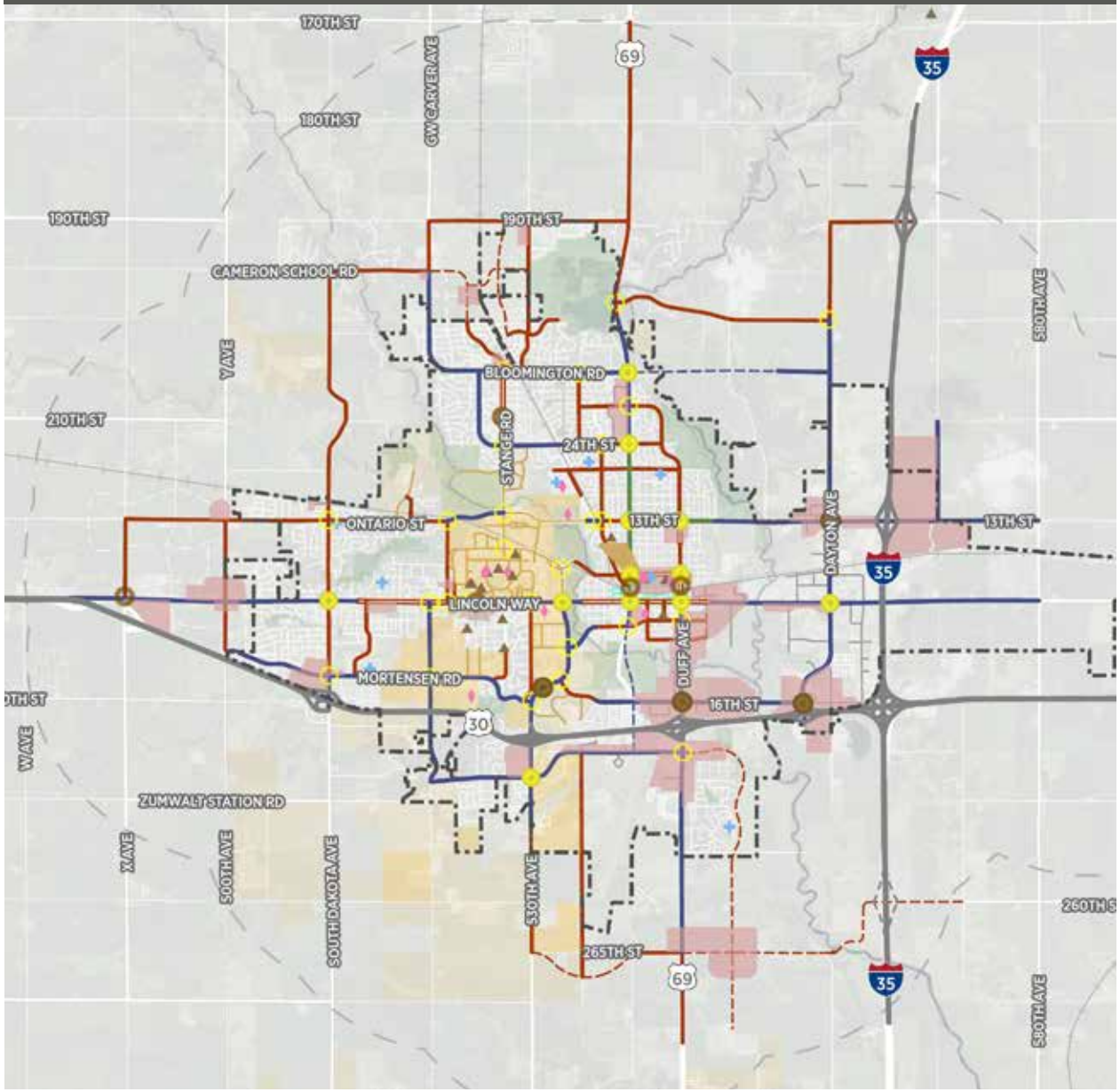
Districts

Environment

Combined



COMMUNITY TAXONOMY



Source: City of Ames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