



To: Mayor and City Council

From: Kelly Diekmann, Planning & Housing Director

Date: February 28, 2023

Subject: Request from Kurt Friedrich Regarding Initiating a Plan 2040 Amendment Referral Request to Remove the Neighborhood Commercial Designation from the southwest corner of the intersection at Cameron School Road and George Washington Avenue

Recently the City Council approved on December 13, 2022 a rezoning with Master Plan for the 105.62 acres Bluffs Development, of which approximately 85.62 acres were zoned to a combination of Suburban Residential Low Density (FS-RL) to Suburban Residential Medium Density (FS-RM) with the remaining 20 acres maintaining its Agricultural (A) zoning designation. **The request is to change the land use designation for a part of the Agriculturally zoned parcel (Attachment A).**

This remaining 20-acre Agricultural parcel currently has the Plan 2040 land use designation of Neighborhood Core, NC (Attachment B) for approximately 5 acres and 15 acres of Residential Neighborhood (RN-3). **The applicant requests the entirety of the site become RN-3 to allow for a church to be developed on the entire parcel rather than on 15 acres of the site that are currently RN-3.**

The subject site was annexed in 2021. Prior to annexation the property owner requested an amendment to the Ames Urban Fringe Future Land Map and Land Use Policy Plan (LUPP) for the North Growth Gap Area from Priority Transitional Residential, Rural Transitional Residential, and Parks and Recreation Areas to Urban Residential with a Convenience Commercial Node at the intersection of Cameron School Road and George Washington Carver Avenue.

At the time of the request, in 2017, Mr. Friedrich felt that the amount of existing and proposed residential development within the city limits and proposed residential development on this property would create a need for a stronger commercial presence in north Ames. He felt the Convenience Commercial Node at this intersection would provide that presence as the developer desired.

In the 2017 staff report, staff did acknowledge that proposed commercial node was not

fully consistent with all the criteria for locating Convenience Commercial Nodes within the former LUPP policies. Staff's principal concerns were related to locating commercial services on the edge of the City where there is no anticipated expansion of the city limits to accommodate future residential development. However, City Council agreed with the developer that additional commercial land area was appropriate and needed and approved the request with a 6-0 vote.

As a result of that decision, the corner area was included as commercial with Ames Plan 2040 Comprehensive Plan. Plan 2040 removed floating commercial nodes and assigned commercial designations to specific areas of development. Plan 2040 assigned different types of commercial designation based upon development needs and the character of an area. Therefore, this corner was assigned approximately five acres of the Neighborhood Core designation reflecting the intended scale of development for this area and that would be likely vehicle oriented.

Notably to the east of this site, Plan 2040 includes an additional commercial land designation with the Borgmeyer property as a Mixed-Use Neighborhood Core commercial designation at the center of the site. This area is intended to function more as an integrated mixed use and pedestrian development area similar to a Sommerset type of commercial development. This is distinguished in its character from the Friedrich site that would be more vehicular oriented.

At issue for the City Council is if the commercial area on the Bluffs site is necessary and desirable for the area compared to the proposed residential land use designation which would now accommodate Mr. Friedrich's desire to sell the property for a church, which is not allowed in the Neighborhood Core Commercial Area. The change may be acceptable when evaluating the details of Plan 2040 growth and commercial land use plan for the area.

Staff believes the request should be referred to a future agenda for discussion by City Council in order to determine if an amendment should be initiated. A full staff report with more information on commercial policies would allow a more robust discussion as to what impact removal of the commercial designation may have, if any, to the surrounding area and the larger City vision of growth.

Attachment A

From: Kurt Friedrich <kfriedrich@friedrich-realty.com>
Date: Friday, February 10, 2023 at 2:03 PM
To: City Council and Mayor <mayorcouncil@amescitycouncil.org>
Cc: Chris Gunnare <Chris.Gunnare@hopewdm.org>, Luke Jensen <ljensen@friedrich-realty.com>, Greg Broussard <greg.broussard@bolton-menk.com>
Subject: LUPP Map Change for Lutheran Church of Hope

[External Email]

Honorable Mayor and City Council;

As many of you know, we have been working with Lutheran Church of Hope to establish a permanent home for their growing ministry here in Ames. Hope currently meets in the community auditorium adjacent to City Hall for worship services and has added multiple services on the weekends to accommodate members and guests. To continue its growth and commitment to enriching lives in our community through Christ's love and service to others, they plan to build their ministry campus on the 20 acres at the NE corner of our Bluff's Subdivision (formerly Dankbar/Muench).

Back in 2017 we had requested that the Council consider the corner 5 acres be identified as a future commercial node. Council approved this request and more recently in the 2040 plan, Council maintained the node at this location on its land use map. Because Hope plans to utilize the area identified as commercial on the site for future expansion of their own facilities, and to avoid any potential roadblocks to that, they wish to have the commercial node removed from the map now. We are supportive of Hope's preference to remove the node as it is consistent with their long term plans for use of the site. Additionally, there is a much larger commercial node that has been identified on the Borgmeyer property to the east, so only a small portion of the potential commercial land in this area will be eliminated by the removal of this node.

Staff has indicated its support of the removal of this node in our meetings and communications. We ask for your support of this change to allow Hope to move ahead with clarity of purpose and vision. Please advance this map change request for us.

Thank you,

Kurt W. Friedrich
President, R. Friedrich & Sons, Inc.
100 6th Street, Ames, IA 50010
(O) 515-232-6175; (C) 515-231-2554
FriedrichRealty.com

Attachment B

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
- › CCR Community Commercial Residential

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.



