

**AGENDA**  
**SPECIAL MEETING OF THE AMES CITY COUNCIL**  
**COUNCIL CHAMBERS - CITY HALL**  
**APRIL 2, 2019**

**CALL TO ORDER:** 6:00 p.m.

1. Ames Plan 2040 Update

**COUNCIL COMMENTS:**

**DISPOSITION OF COMMUNICATIONS TO COUNCIL:**

**ADJOURNMENT:**

Staff Report

**AMES PLAN 2040 UPDATE- WORKSHOP #2**

April 2, 2019

**BACKGROUND:**

The City Council initiated the creation of a new Comprehensive Plan in late 2018 and hired RDG as the lead consultant for the project. The comprehensive planning effort has now been branded as Ames Plan 2040. At the April 2<sup>nd</sup> workshop, RDG will provide an update on the progress that has been made on the Plan with public engagement, assessment of current conditions, and projections for growth. The RDG presentation regarding feedback and projections for is posted with this agenda item.

The workshop is intended for Council to receive information and discuss the progress of the project; **no formal decisions are required on April 2<sup>nd</sup>**. A follow up meeting to the April 2<sup>nd</sup> workshop is planned for April 23<sup>rd</sup> regular City Council meeting, where Council will be asked to provide direction on the next steps of the project.

The initial phase of public outreach is intended to gain an understanding of current perceptions of the community and identify issues and big ideas concerning the community's growth over the next 20 years. The process was intended to allow for open expression of any issue about the community and its future.

Public engagement started with a public workshop kick-off event on February 5<sup>th</sup>, 2019. Additional workshops and focus groups meetings have occurred throughout February and March and will continue into the middle of April. Approximately 400 online surveys have been completed and over 300 people have interacted with Ames Plan 2040 through in person engagement opportunities. A complete summary of feedback and current survey results are available online at the City's website at [www.cityofames.org/amesplan2040](http://www.cityofames.org/amesplan2040).

Along with seeking public input, the consultant team has begun the technical evaluation of the City. An existing conditions economic report describing the current setting of the City has been prepared by economists Gruen + Gruen. This report is also posted on the Ames Plan 2040 website with highlights as part of the presentation. RDG has also begun considering population and housing projections, which will be discussed on April 2<sup>nd</sup>. The preliminary assessments for growth consider population and employment growth of approximately 25%. This level of growth would equate to a 15,000 to 20,000 increase in population with an assumption of steady enrollment at ISU.

## STAFF COMMENTS:

Staff has heard diverse input concerning the quality of community, planning for growth, support for parks and recreation, housing needs, and consideration of environmental issues, economic development, and transportation issues. RDG has condensed the public feedback to six “big picture” thoughts that start to shape ideas for consideration in the next phases of the project.

### “Big Picture Thoughts” (excerpt from presentation):

- A City with Variety
- Transportation Equality
- Vibrant and Balanced Market
- Embrace the Environment
- Be Bold and Unique
- Character at All Scales

RDG will detail these ideas in the presentation on April 2<sup>nd</sup> and there will be more discussion at the workshop on the feedback received. The initial phase of community outreach, including remaining focus groups and the online survey, will continue through the middle of April.

At the conclusion of this workshop and with City Council’s direction, staff and RDG will continue to work towards the next step of the process of design scenario options to evaluate growth of the community. **Final determinations or decisions on the next steps of the process are not required on April 2<sup>nd</sup>, as we have set aside April 23<sup>rd</sup> as follow up from the workshop with the intent of finalizing the scenario evaluation process of the next phase.**



LIVE.  
GROW.  
BELONG.



## Workshop #2: Update

April 2, 2019





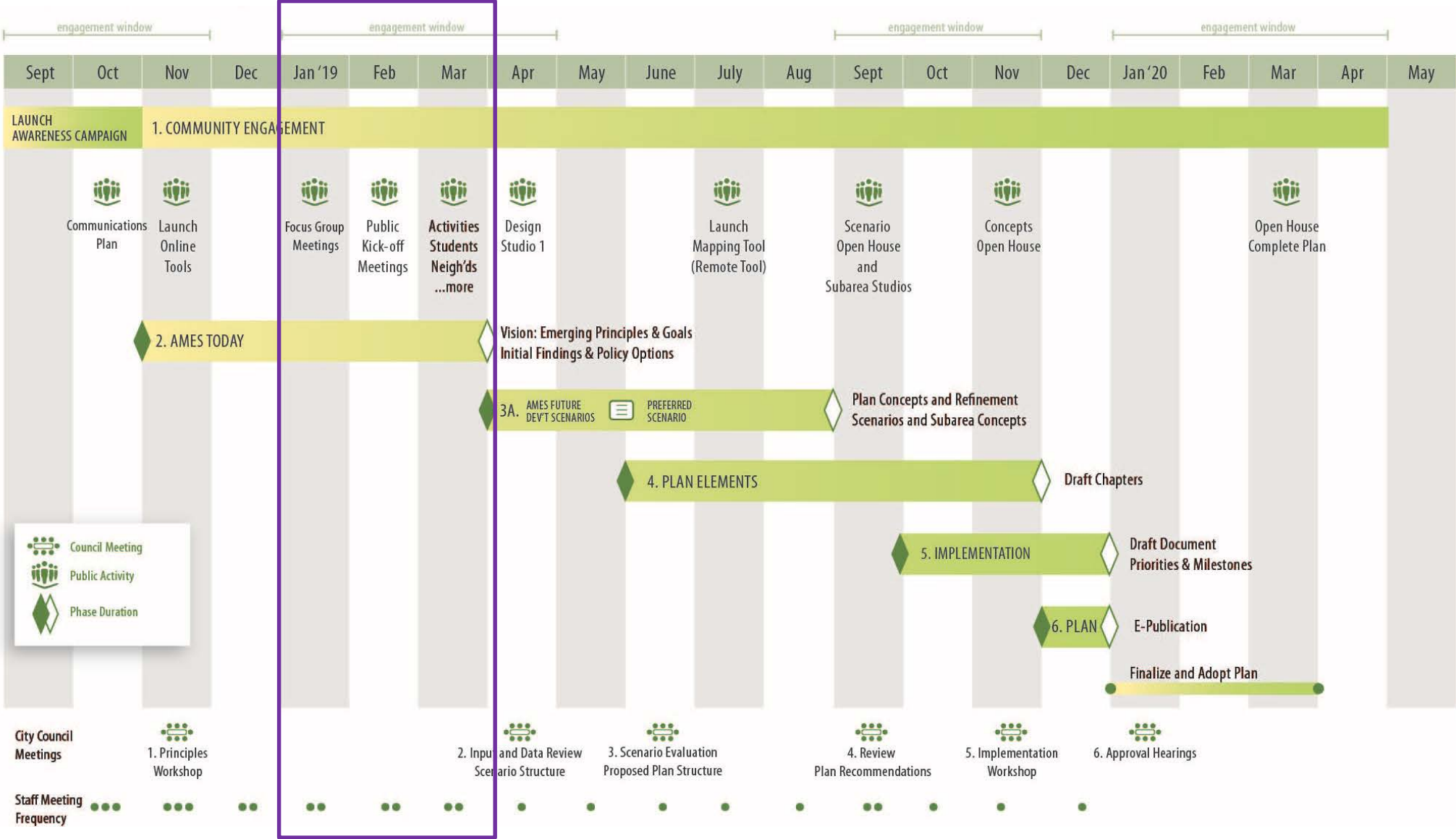
# Agenda

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1. Review Schedule (Kelly)
2. Public Engagement Recap (Cory + Justin)
3. Projections and Methodology (Amy)
4. Conditions and Growth Recap (Justin)
5. Scenario Approach “Primer” (Marty)

# Schedule



## SOUND BITES

Collecting data and reviewing it.

Reaching out to the community.

Added more engagement activities/events.

Advanced some tasks by a month and deferred some by a month.





**Public Engagement**



# Open House

February 5





# Encore Open House

February 25





# February 5 and 25

large History  
senior!

More solar  
right now! More  
concern/planning  
for climate change —

climate  
↓  
a city that  
has and follows  
a really good  
climate change  
plan

e-busses

roller skating rink



← Yaass!

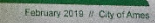
better  
communi-  
gardens

Good Safe  
SIDEWALKS

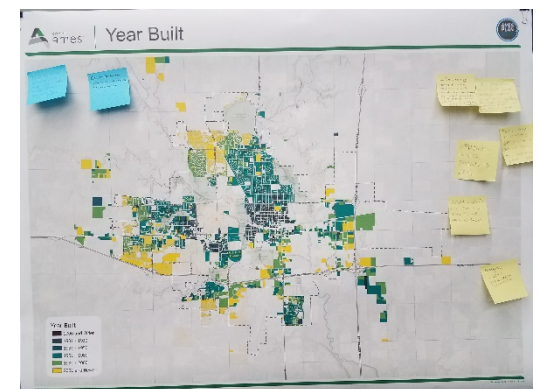
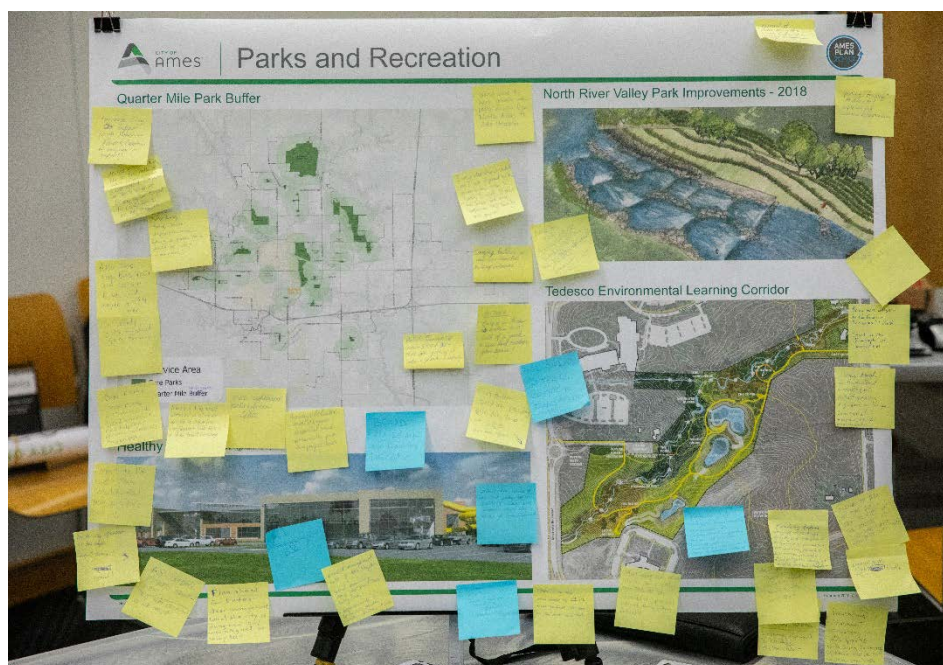
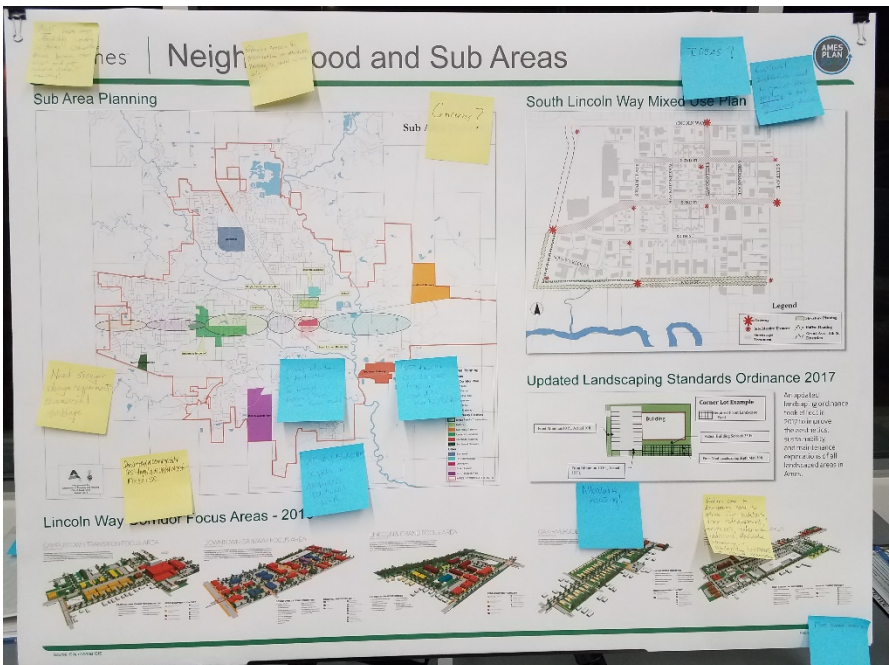
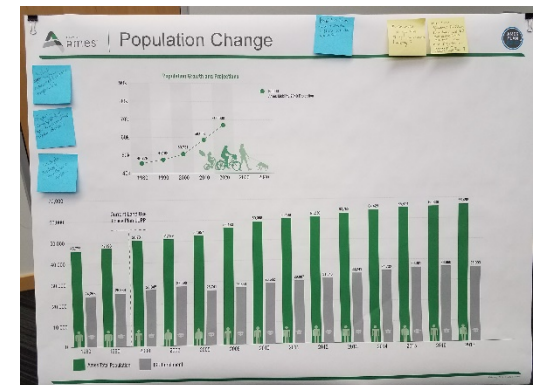
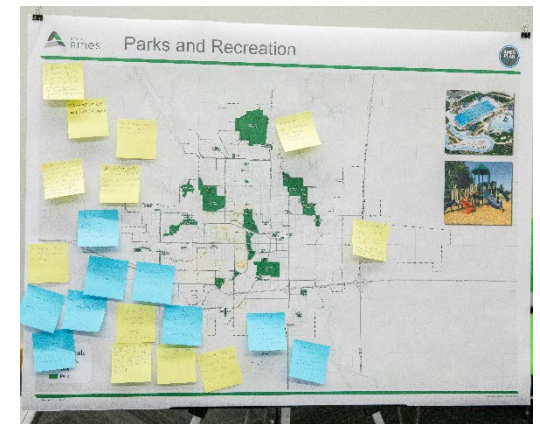
- Dog's
- Joggers
- Wheelchair
- Strollers
- Walker's



Future Land Use Map (Within City Limits) - 2018









# Focus Groups

February 25-26



Iowa State University  
Staff Department Heads  
Story County Reps  
Engineers  
Architects + Designers  
Landscape Architect

Public Safety  
Energy  
Transportation  
CyRide  
Developers  
Realtors  
Builders



# ISU Campus Event

March 6

WHAT DO YOU  
WANT TO SEE IN  
AMES  
IN THE NEXT 20  
YEARS?

more flexible leases  
(don't just last for  
a year) so students  
have an easier time to  
move in & out.

Banning one-time  
use plastic in  
stores & restaurants.

More murals &  
artwork!

ke better parking  
at a small business at  
on and Hay ward and  
king has a noticeable  
easy it is for people  
n to visit us :)

re bike  
bike lanes  
complete

Forest Garden  
w/ mushrooms  
& fruit/nut trees

more green spaces + a parking  
for walk, Bike, motorized  
access to green spaces  
Good for micro-climate & water  
management & human health

all can experience nature.

yes!

ZERO  
CARBON  
EMISSIONS

A focus on im-  
proving housing in central  
around campus.

Walkable neighborhoods. Less  
sprawl. Carbon neutrality. Better  
towns/student relations.

More bike trails  
(that are connected  
and viable beyond

community fitness ★  
center that welcomes all  
Ames residents to be healthy  
(irrespective of their financial  
status or affiliation w/ ISU...)

A Be-  
of Com-  
Stude-





# Ames Citizen Institute

February 21

## Neighborhoods Event

March 7

## Ames Citizen Academy

March 28

+ Many Phone Calls  
+ Many E-mails



LIVE.  
GROW.  
BELONG.



AMES  
PLAN  
2040

PublicInput.com

/amesplan2040

~400

Responses

Survey

Open 2/5

Close 4/15



## Ames Comprehensive Plan

The City of Ames is preparing a Comprehensive Plan to establish a vision for its future. The plan will identify a vision for the City and will include goals and policies defining priorities for the City as they relate to growth, development, and quality of life. Your participation in this survey will help define community needs and produce a plan that helps realize Ames' potential today and for future generations.

Translate



## Ames Comprehensive Plan Update - Community Survey

The City of Ames is preparing a Comprehensive Plan to establish a vision for its future. The plan will identify policies and projects that will address important opportunities and lead to efficient and...

Participate

Would you like to receive updates about the plan? Sign up!

Name

Name

Email

Email Address

Submit

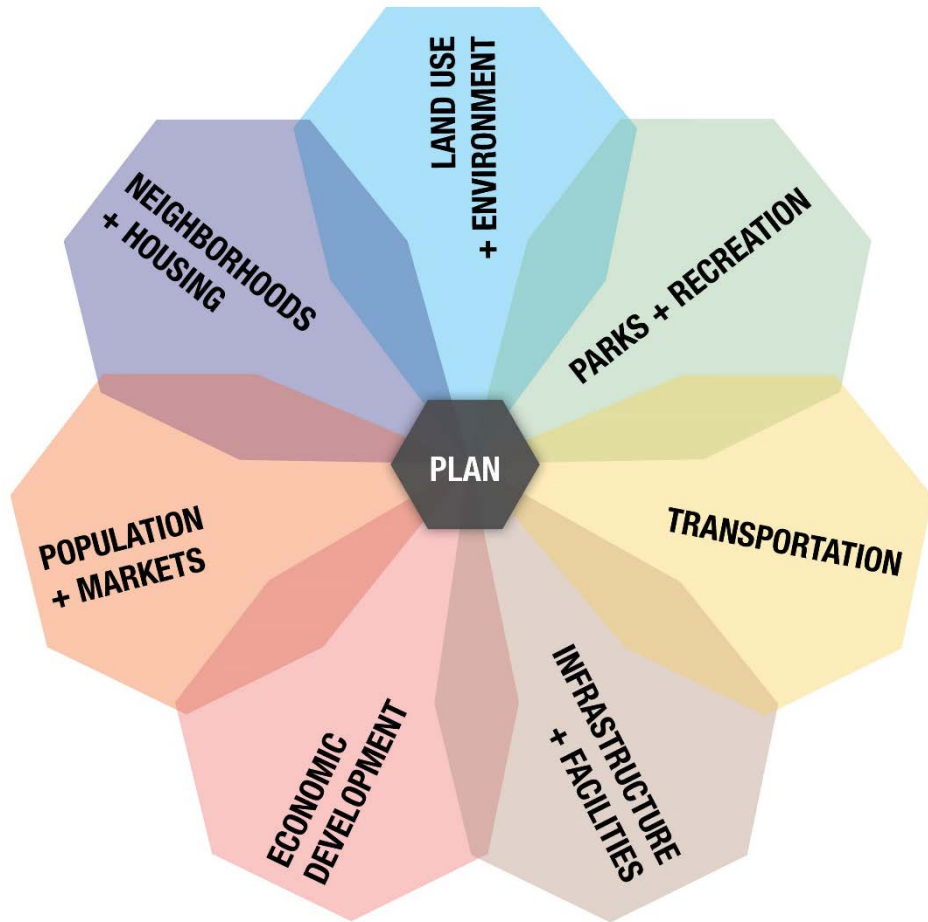
Do you have any comments about the comprehensive plan?

Share your thoughts and ideas...

Your name (optional)

Name

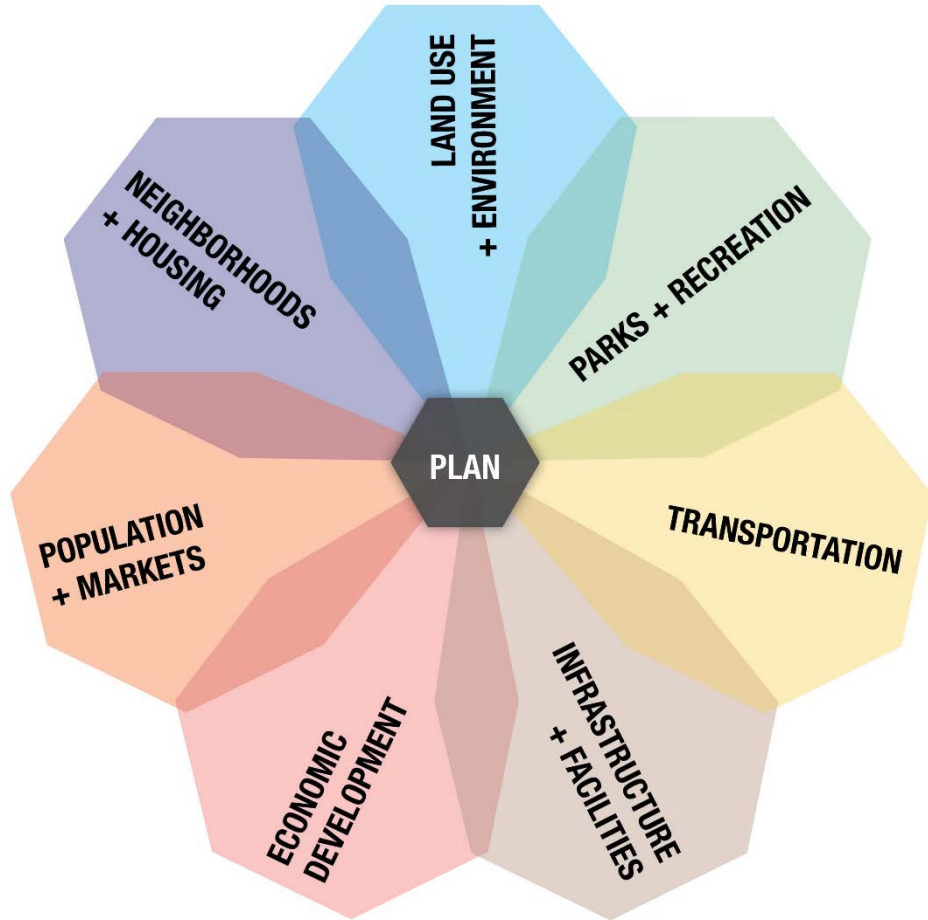
Comment



# TOPICS:

from City's RFP for a Comprehensive Plan

1. Expansion of the City
2. Opportunities for infill development
3. Future demand for housing and commercial use
4. Sustaining neighborhoods
5. Support of social and cultural connections
6. Transportation choices
7. Sustainability
8. Well-being and healthy living
9. Subarea planning
10. Urban fringe management



# BIG PICTURE:

from discussions

- A City with Variety
- Transportation Equality
- Vibrant and Balanced Market
- Embrace the Environment
- Be Bold and Unique
- Character at All Scales

# 1. Expansion of the City

## Growth Strategies

Consider resources, including land infrastructure, and public services.  
Two decades of nominal growth in southwest, yet concern for annexation.

## Proactive Growth

- Momentum for growth
- Extension of services to facilitate growth
- Consider other opportunities beyond prior area, including North

## Grow Partnerships

- School District
- Iowa State University
- Story County
- Jobs

SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Land Use and the Environment?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Location of new growth and expansion of the City	14%	19%	30%	29%	4%	5%
Locations of new growth and rural subdivisions, near the City (within 2 miles)	11%	18%	31%	25%	4%	11%
SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Economic Development?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Prospects for future growth	1%	10%	19%	38%	17%	15%



## 2. Opportunities for Infill Development

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### Infill Creates Vibrancy

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

Preservation is important, too.

Can connect to existing city services like CyRide and bikeways.

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

Concentrate commercial redevelopment to North Grand Mall and Downtown Area

### Housing Options

Lots of multi-family available and being built.

Desire for single-family and different types of housing.





### 3. Future Demand for Housing and Commercial Uses

## Housing Options

Lots of multi-family available and being built

Desire for single-family and different types of housing

Affordability

Perceived thriving rental market

Few local builders

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

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

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

### 3. Future Demand for Housing and Commercial Uses

## Commercial Options

- Perceived disconnect between residential areas and where market will support commercial
- Perceived high vacancy on first floor
- Desire for more and different types of commercial uses, local business
- Questions and comments on where retail is in relation to new housing

SURVEY: Are there existing developed areas of the City that you envision positively changing or redeveloping in the next 20 years?					
Topic	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
West Lincoln Way, west of Campus	19%	42%	32%	5%	2%
East Lincoln Way, east of South Duff	20%	38%	35%	7%	-
Central Ames	19%	33%	40%	7%	2%
North Grand Mall	31%	42%	20%	5%	2%
Campustown	24%	38%	29%	9%	1%
Downtown, north of Union Pacific Railroad	22%	32%	34%	9%	2%
Downtown Gateway Area, south of Union Pacific Railroad	26%	38%	29%	6%	2%
Commercial areas along South Duff and Southeast 16th Street	14%	40%	37%	8%	1%
Industrial areas along Dayton Avenue	13%	35%	42%	9%	1%

SURVEY: Select up to four of the most important aspects of choosing to live in Ames. If you do not live in Ames currently, why would you live in Ames?	
Bottom Three Responses	%
Availability of shopping, dining, and retail services	16%
Neighborhood and social ties	13%
Housing choices	11%

SURVEY: As the City grows and changes over the next 20 years, please indicate which changes you view as advantages to improve the quality of life? (select up to three)	
Top Three Responses	%
Additional retail/shopping/dining options	36%
Increased employment and economic options	31%
Environmental protection of sensitive areas	30%

SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Economic Development?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Retail quality and variety	9%	22%	28%	35%	6%	1%

# 4. Sustaining Neighborhoods

## Need for Momentum

Residents familiar with planning exercises and want action, any action.

Some strong organizations that can mobilize.

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

## Need for more balance

Mobility options

Students and permanent residents

Possible gentrification risks

Student vs. non-student housing

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

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

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

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

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

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

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



# 5. Support of Social and Cultural Connections

## Recreation unifies

Need to spread amenities throughout city.

Ames is a leader.

## Diverse

Human services network and community groups

Support for the arts

## Connections

Resident turnover

Integrating students

Plan for better access to jobs south of the City

SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Parks, Recreation, and Culture?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Supporting art in public places	-	5%	19%	46%	27%	3%
Opportunities to attend art, music, theater, dance, etc. events, exhibitions, or productions	1%	6%	16%	45%	29%	2%

SURVEY: Select up to four of the most important aspects of choosing to live in Ames. If you do not live in Ames currently, why would you live in Ames?	
Top Four Responses	%
Proximity to work/employment	53%
Quality of schools	44%
Affiliation with Iowa State University	41%
Cultural, sporting, and recreational opportunities	36%

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

*"Keep improving and modernizing downtown, build the HLC, and focus on building culture. I like this town and am generally happy with what is done"*

*"Support of the arts and culture, investment in education at all levels,..."*

*"The Research Park and the ability to attract quality employers, the variety and accessibility of parks, the availability of cultural activities, a safe and welcoming environment make me excited about the future of Ames"*

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

*"Ability to leverage existing resources and assets like the university, social and physical resources..."*





# 6. Transportation Choices

## Mobility Options

Bikeability, walkability, and transit.

Need for more infrastructure.

Equality for age and abilities

## Safety and Efficiency

Support choices for active transportation.

## Connections

Movements north-south.

Ensure continuity and connection for better mobility.

SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Transportation?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Ames' overall transportation system	2%	7%	17%	49%	24%	1%
Access to employment centers	3%	6%	21%	32%	13%	25%
Condition of streets	4%	11%	37%	41%	8%	-
Access to Highway 30	2%	6%	19%	51%	20%	2%
North-to-South street connections	12%	21%	27%	32%	6%	2%
East-to-West street connections	8%	17%	28%	37%	8%	2%
Sidewalks and pedestrian paths	4%	14%	31%	40%	10%	1%
Pedestrian friendliness	7%	14%	31%	36%	11%	1%
Bicycle friendliness	10%	16%	28%	32%	10%	4%
Connectivity of trails	8%	15%	28%	29%	9%	11%
Adequacy of railroad crossings	9%	14%	36%	29%	6%	5%
Truck routing	4%	8%	26%	27%	4%	31%
Traffic speeds and safety	5%	11%	28%	42%	14%	1%
Awareness of transit	2%	8%	28%	42%	11%	10%
Signage and directional information	5%	6%	29%	45%	13%	2%



# 7. Sustainability

## Cause and Effect

Implications of actions on physical environment and climate

## Stormwater Management

Parking areas and greenspace

Flooding concerns

## Recycle and Reuse

Preservation

Waste

## Economy

Ames is a choice city to work and shop

SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Land Use and the Environment?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Incorporating environmental/sustainability principles in planning decisions	12%	15%	25%	27%	5%	15%
Incorporating stormwater management in planning decisions	7%	17%	23%	23%	5%	25%

SURVEY: As the City grows and changes over the next 20 years, please indicate which changes you view as advantages to improve the quality of life? (select up to three)	
Top Three Responses	%
Additional retail/shopping/dining options	36%
Increased employment and economic options	31%
Environmental protection of sensitive areas	30%



## 8. Well-being and Healthy Living

# Strong Park System Recreation for All Ages Active Transportation

SURVEY: On a scale of 1 to 5 (1 being poor and 5 being excellent), how would you rate Ames in regard to Parks, Recreation, and Culture?						
Topic	1 POOR	2 FAIR	3 AVERAGE	4 GOOD	5 EXCELLENT	DON'T KNOW
Providing for Parks and Open Spaces overall	2%	3%	12%	43%	39%	1%
Providing for indoor recreation opportunities	12%	20%	33%	24%	7%	3%
Providing for outdoor active recreation (play fields, courts, playgrounds, etc.) opportunities	1%	4%	19%	49%	27%	-
Providing for pedestrian and bicycle paths and connections	7%	12%	28%	34%	16%	2%

SURVEY: What do you believe would enhance the quality of life and the community of Ames over the next 20 years?					
Topic	VERY IMPORTANT	IMPORTANT	NO OPINION	SOMEWHAT IMPORTANT	NOT IMPORTANT
Additional/New active outdoor recreation and park facilities	21%	52%	11%	12%	4%
Additional/New indoor recreational facilities	33%	36%	12%	14%	5%
Additional natural and passive open spaces	28%	43%	15%	11%	3%
Additional walking and biking trails and paths	43%	37%	9%	9%	2%
Expansion of transportation facilities for bicyclists and pedestrians	37%	30%	16%	12%	5%

SURVEY: Do you support planning for initiatives that support a healthy lifestyle and enhanced personal well-being?					
Topic	VERY IMPORTANT	IMPORTANT	NO OPINION	SOMEWHAT IMPORTANT	NOT IMPORTANT
Walkable neighborhoods with sidewalks and connections to trails	60%	32%	4%	2%	2%
Access to parks or open space within a 10-minute walk.	51%	36%	7%	4%	2%
Support of transportation options in addition to personal automobiles	48%	31%	9%	8%	3%
Knowing your neighbors and having a sense of belonging	44%	42%	10%	4%	-
Providing indoor recreation facilities	38%	35%	14%	9%	4%
Access to food and groceries within one mile of home	27%	36%	17%	14%	6%
Access to social services during times of need	43%	37%	13%	4%	3%
Quality and safety of housing	59%	33%	6%	1%	-
Access to high quality medical care	70%	28%	1%	1%	-
Events supporting getting outside and being active	42%	40%	13%	4%	1%

## 9. Subarea Planning

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### Infill Development

Neighborhoods

Commercial Areas

### Need Action on Plans

Take action on existing plans to create momentum and confidence in “planning”

### Vision

Clarity for big picture success





# 10. Urban Fringe Management

## Rural water

Cost for switching from rural to urban system

## Accessible infrastructure

Extending infrastructure to some areas is easier than others.

## Continuity

Need for contiguous development that can connect to the city.

Desire for urban development to remain in city.

Growth will happen.

SURVEY: How do you view planning for growth of the City within its 2-miles fringe?	
Necessary for orderly development and provision of services to meet the needs of growing Ames, without the impediments of existing development.	35%
No opinion	27%
Rural development allows for a different lifestyle choice appropriate for areas abutting Ames despite their limits on future expansion of the City.	23%
Rural development allows a different lifestyle choice that is typically appropriate for areas outside of the 2-mile fringe planning area of the City.	15%

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

*"The growth of the Research Park"*

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

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

*"Rural vs. urban tensions regarding land use expansion in fringe areas"*





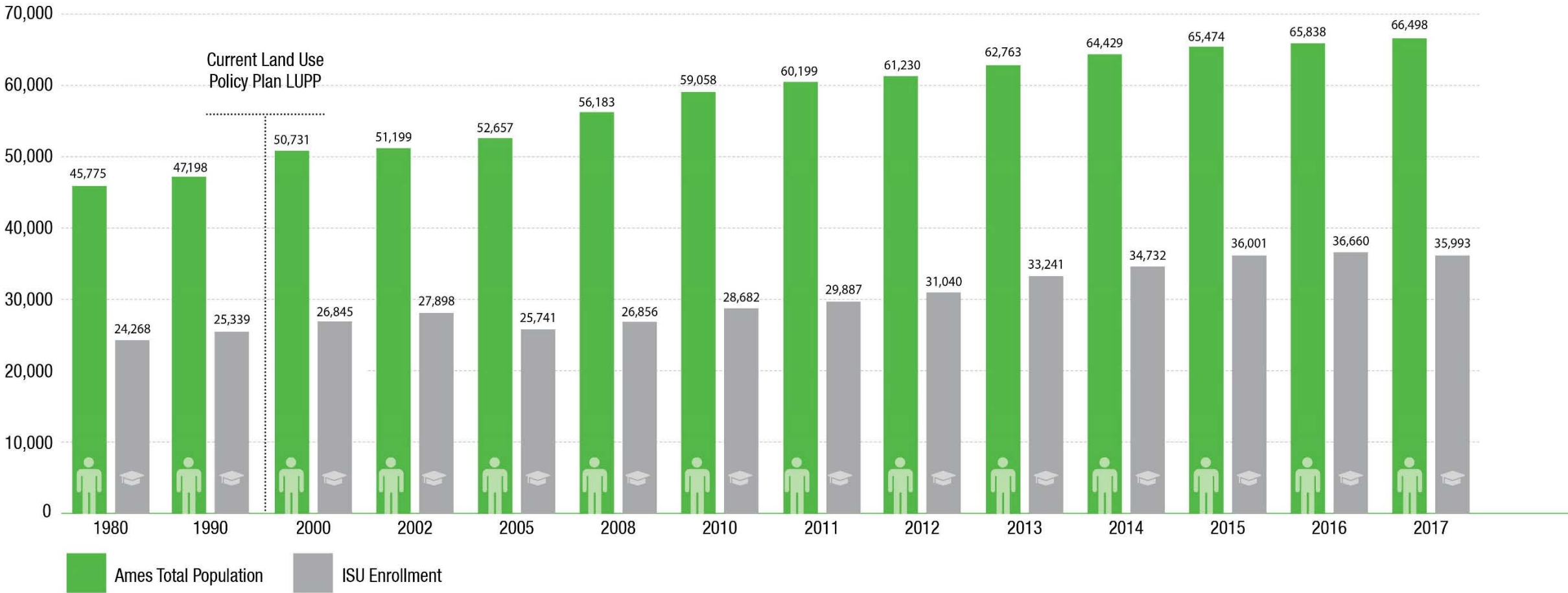
**Projections**

# Population Change (and old population projection)

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# Population and Enrollment



# Population Change

**FIGURE 1.2: Population Change Excluding Students, 2010-2015**

EXCLUDING FULL-TIME ENROLLMENT	2000	2010	2017	ANNUAL GROWTH RATE 00-10	ANNUAL GROWTH RATE 10-17
Total Population	50,731	58,965	65,005	1.5%	1.5%
Student Population	22,818	24,380	30,594	0.7%	1.7%
Remaining Population	27,912.8	34,585.3	34,411.0	2.2%	1.2%
EXCLUDING GROUP QUARTERS POPULATION					
Total Population	50,731	58,965	65,005	1.5%	1.5%
Student Population	9,122	7,767	9,551	-1.6%	0.3%
Remaining Population	41,609	51,198	55,454	2.1%	1.7%
EXCLUDING 90% OF RESIDENT POP REMOVED					
Total Population	50,731	58,965	65,005	1.5%	1.5%
Student Population	20,536	21,942	27,535	0.7%	1.7%
Remaining Population	30,195	37,023	37,470	2.1%	1.3%

Source: US Census Bureau; SDSU; RDG Planning & Design, 2017



# Project Population Change

FIGURE 1.3: Projected Population

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

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



# Projected Housing Demand – 2% Annual Growth Rate

**FIGURE 1.4:** Projected Housing Demand - 2% Annual Growth Rate and Steady Student Enrollment

	2020	2025	2030	2035	2040	TOTAL
Population	66,764	70,902	75,472	80,517	86,087	
Household Population	57,970	61,563	65,531	69,911	74,747	
Average Household Size	2.3	2.31	2.3	2.31	2.31	
Household Demand	25,123	26,680	28,400	30,298	32,394	
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		1,851	2,041	2,252	2,486	8,629
Average Annual Construction		370	408	450	497	428

Source: RDG Planning & Design, 2019



# Projected Housing Demand – 1.5% Annual Growth Rate

**FIGURE 1.5:** Projected Housing Demand - 1.5% Annual Growth Rate and Steady Student Enrollment

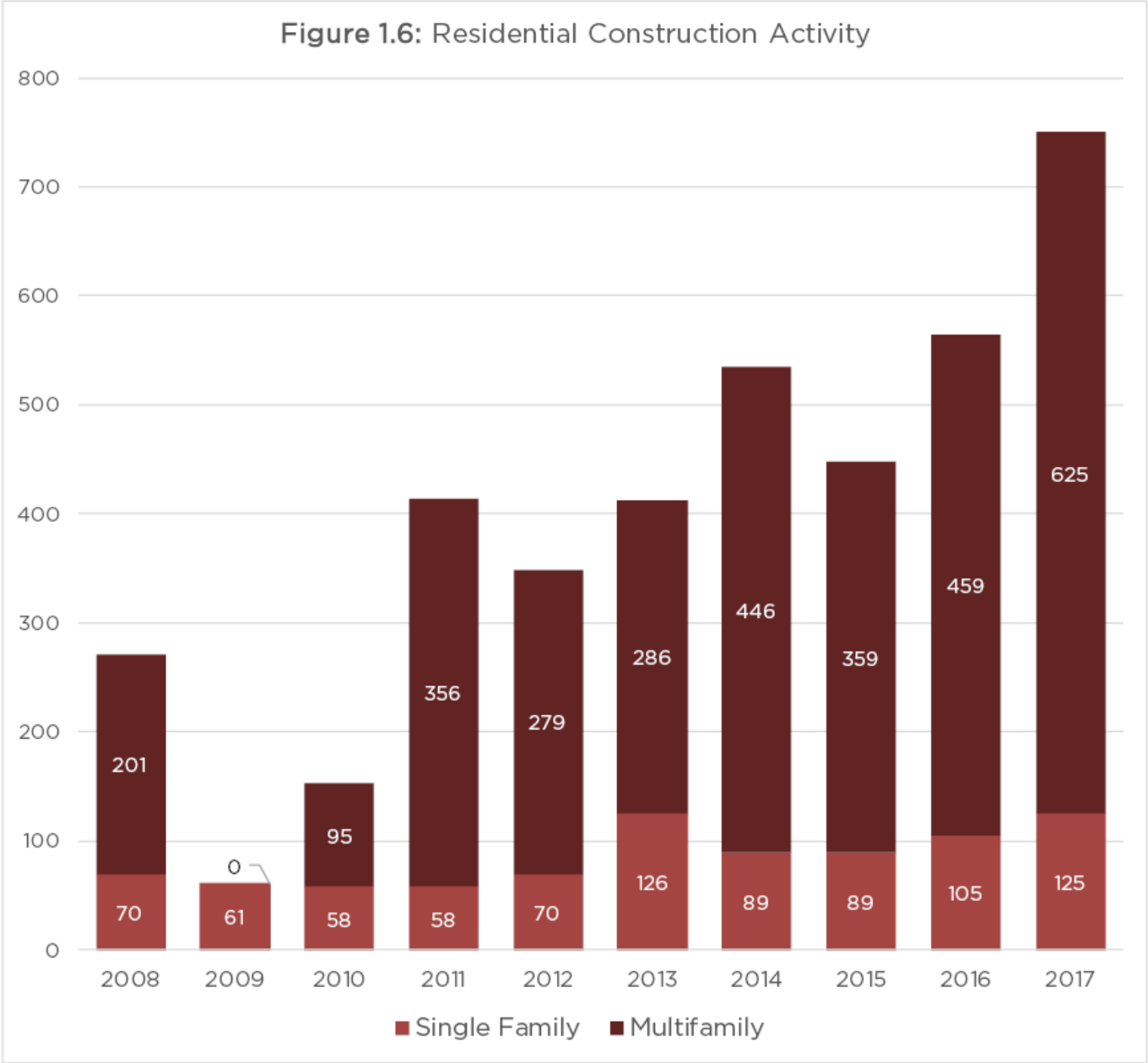
	2020	2025	2030	2035	2040	TOTAL
Population	66,182	69,210	72,472	75,987	79,772	
Household Population	57,464	60,094	62,926	65,977	69,265	
Average Household Size	2.3	2.29	2	2.29	2.29	
Household Demand	25,123	26,272	27,511	28,845	30,282	
Projected Vacancy Rate	4.39%	4.9%	5.4%	5.9%	6.4%	
Annual Replacement 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

Source: RDG Planning & Design, 2019





# Residential Construction



# Housing Occupancy Characteristics

FIGURE 1.7: Housing Occupancy Characteristics

AGE GROUP	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



# Gruen Market Study Summary Points

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## 1. Employment

- Recently, most growth from professional services, education, and health care

## 2. Economic Clusters

- Education, farm product wholesalers, chemical, and printing manufacturing

## 3. Distribution of Employment

- Shifting from establishments with fewer employees to establishments with relatively more employees – small business to large businesses

## 4. Labor Shed

- Trade, transportation, and utilities get more of their workers from outside Story County



# Gruen Market Study Summary Points

## 5. Population (2000-2017)

- College age cohorts increased
- Share of population between 25-54 decreased
- Larger share of population over 55.

## 6. Jobs-Housing Balance

- Balanced based on recommended ratio

## 7. Labor Force

- Grew at a higher rate than population



# Gruen Market Study Summary Points

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## 8. Office Space

- Only 13% of current space developed since 2010

## 9. Industrial Space

- Only 5% of current space developed since 2010
- Nearly half of space located in seven buildings

## 10. Retail Space

- About 10% of current space built since 2010
- Very little commercial space available in Ames
- Sales trends reflects similar changes in the State
  - decline in some categories, increase in others



# Gruen Market Study Summary Points

## 11. Competitive Advantages

- Iowa State University
- Vacant nonresidential 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

## 12. Constraints

- Limited supply of shovel ready land
- Downtown business attraction
- Limited available housing stock
- Limited demand to support speculative building space



# Gruen Market Study Summary Points

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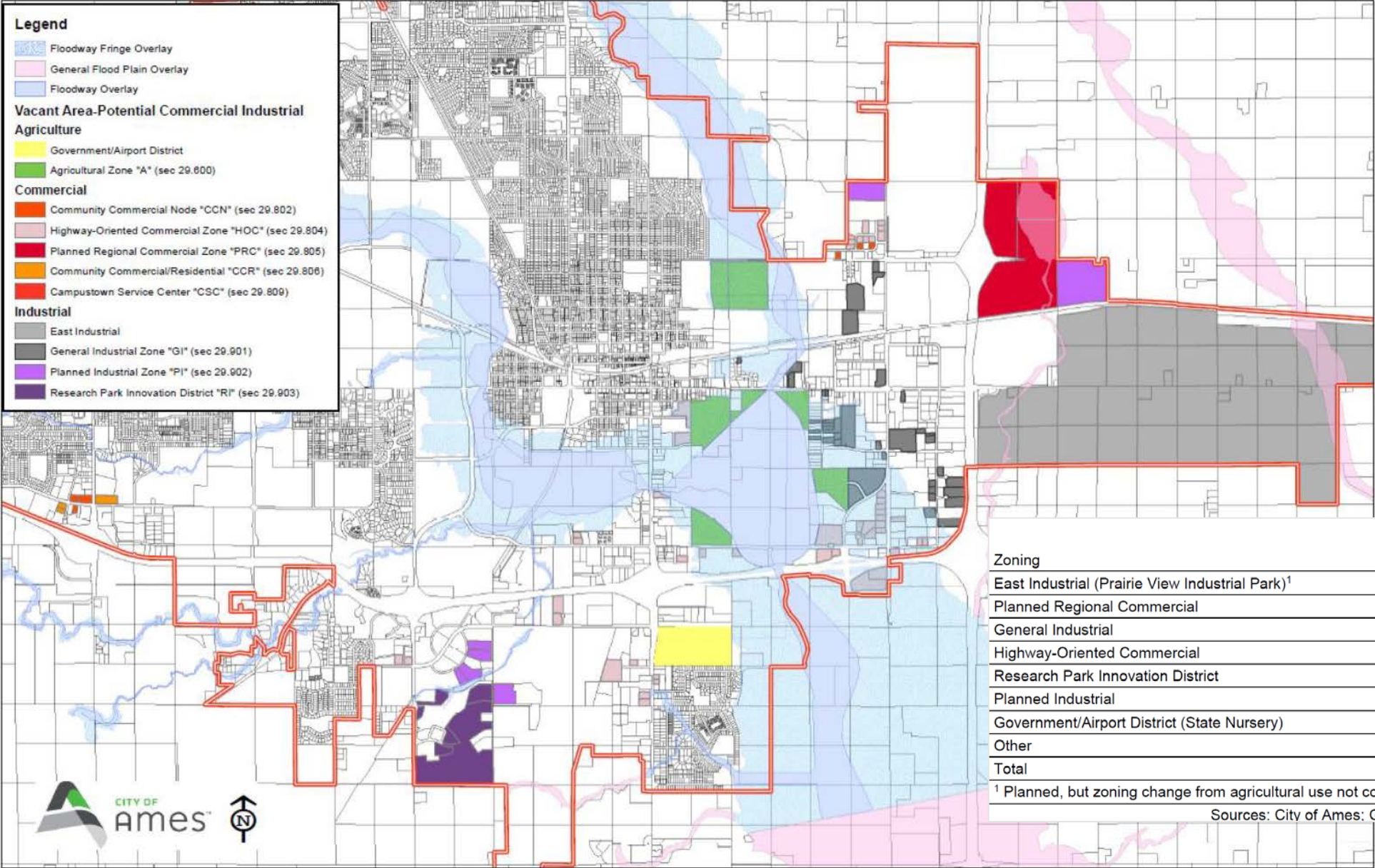
## Coming Next...

- **Employment Projections**
  - Preliminary growth estimate of 25% increase in jobs
- **Land Use projections for projected growth needs**





# Gruen Market Study Summary Points-Vacant Land Inventory



Zoning	Gross Land Area # Acres	Land Area Outside of Floodplain # Acres
East Industrial (Prairie View Industrial Park) <sup>1</sup>	1,309	1,234
Planned Regional Commercial	235	171
General Industrial	137	70
Highway-Oriented Commercial	126	57
Research Park Innovation District	125	119
Planned Industrial	106	97
Government/Airport District (State Nursery)	76	76
Other	204	16
Total	2,318	1,840

<sup>1</sup> Planned, but zoning change from agricultural use not completed yet.

Sources: City of Ames; Gruen Gruen + Associates.







LIVE.  
GROW.  
BELONG.



## Workshop #2:Update

April 2, 2019