

## COUNCIL ACTION FORM

**SUBJECT: REZONING OF 3.09 ACRES IN 100-200 BLOCK OF KELLOGG AVENUE CORRIDOR FROM HIGHWAY-ORIENTED COMMERCIAL (HOC) TO DOWNTOWN SERVICES CENTER (DSC)**

### **BACKGROUND**

On March 1, 2011, the City Council considered a proposal for rezoning all properties in the 100 and 200 blocks of Kellogg Avenue from Highway-Oriented Commercial (HOC) to Downtown Services Center (DSC). (See Attachment A: Location Map.) After a public hearing, the City Council directed staff to:

- Report on the background of the requirement in the DSC zoning district that all buildings be at least two stories in height; and,
- Reduce the area for the proposed rezoning by removing the property addressed as 203 Kellogg.

A separate staff report has been provided to the City Council on the minimum height requirement.

A new rezoning ordinance has been prepared for an area that excludes the property at 203 Kellogg. (See Attachment B: Current and Proposed Zoning Map)

In conjunction with this action, Council may also desire to extend the downtown façade improvement program to the subject area, as well as to amend the boundaries for the Downtown Façade Improvement Grant program to include the subject properties on the 100 and 200 blocks of Kellogg Avenue with the exception of 203 Kellogg.

The question of building height applies to the entire downtown and should be considered more broadly than review of a single street. If the Council wishes to amend the height standards, that should be done under a separate action.

### **ALTERNATIVES:**

1. The City Council can (a) approve rezoning of the properties along both sides of Kellogg Avenue between the Union Pacific Railroad and Lincoln Way from Highway-Oriented Commercial to Downtown Services Center, (b) set June 14, 2011 as the public hearing date for a revision to the Downtown Urban Revitalization Area to include this area, and (c) direct staff to amend the boundaries for the Downtown Façade Improvement Grant program to include this area.
2. The City Council can defer action on the rezone pending Council deliberation on the

question of minimum building heights in the downtown.

3. The City Council can deny the rezoning of the properties along both sides of Kellogg Avenue between the Union Pacific Railroad and Lincoln Way, leaving it Highway-Oriented Commercial.
4. The City Council can refer this request back to staff for more information.

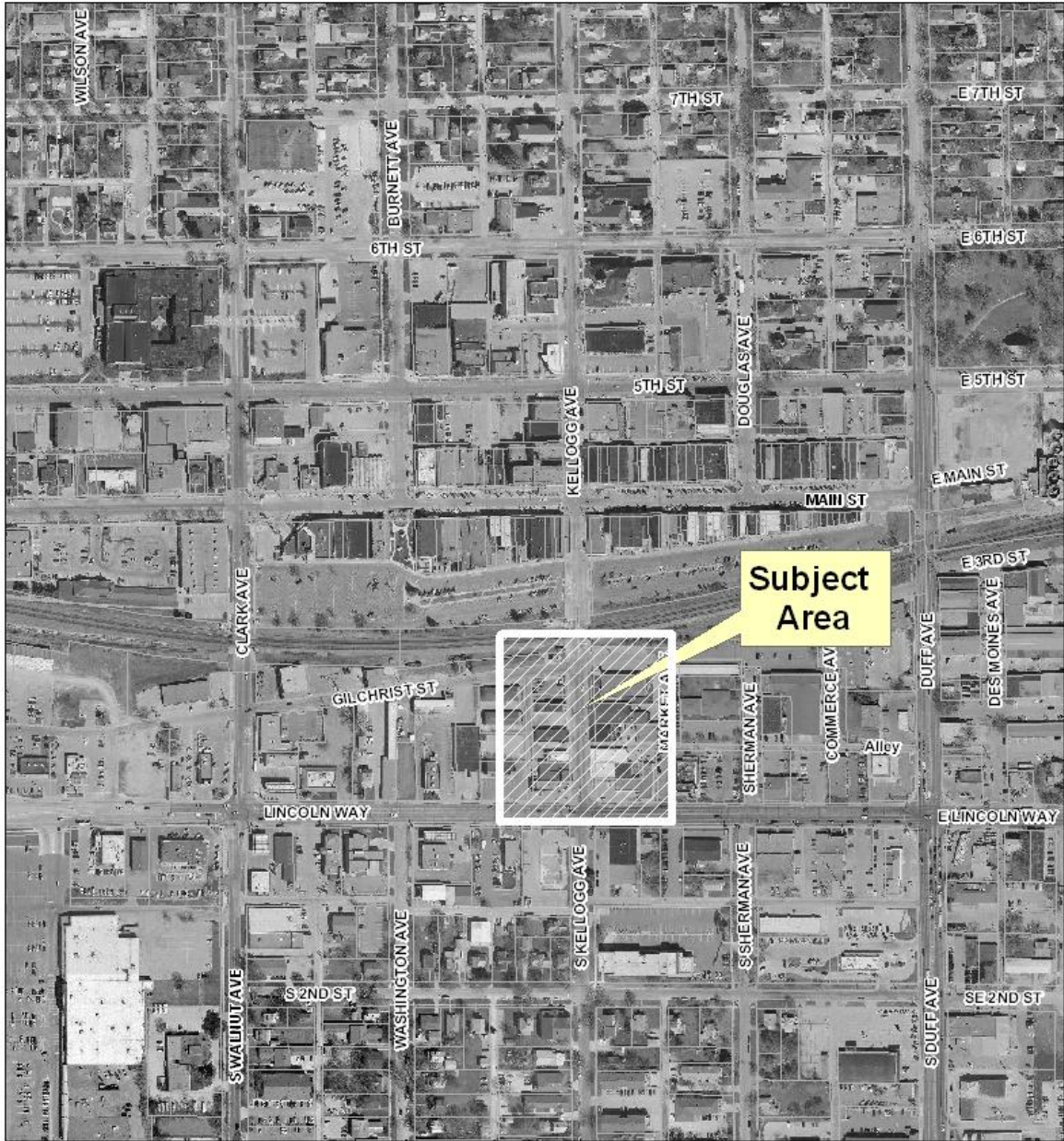
**MANAGER’S RECOMMENDED ACTION:**

The proposed rezoning will implement Council’s recent change to the Land Use Policy Plan map designating this area appropriate for Downtown Service Center zoning. The Downtown Services Center zone will help preserve existing characteristics that are similar to the Downtown north of the railroad, and that are also consistent with the Downtown Façade Improvement Program. It will also guide new infill development and redevelopment in a way that is more consistent with the downtown area, which should lead to incremental change over time. This will provide an incentive for redevelopment that improves Kellogg Avenue as a traditional retail block and as an entrance to the Downtown.

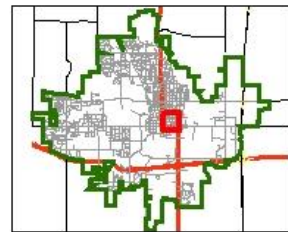
In conjunction with this rezoning, it would also be appropriate to extend the downtown façade improvement program to this area. This requires revising the list of approved areas for the Downtown Urban Revitalization Program and for the Downtown Façade Improvement Grant.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby (a) approving rezoning of the designated properties along both sides of Kellogg Avenue between the Union Pacific Railroad and Lincoln Way from Highway-Oriented Commercial to Downtown Services Center based on the above conclusions, (b) setting June 14, 2011 as the public hearing date for a revision to the Downtown Urban Revitalization Area to include this area, and (c) directing staff to amend the boundaries for the Downtown Façade Improvement Grant program to include this area.

ATTACHMENT A

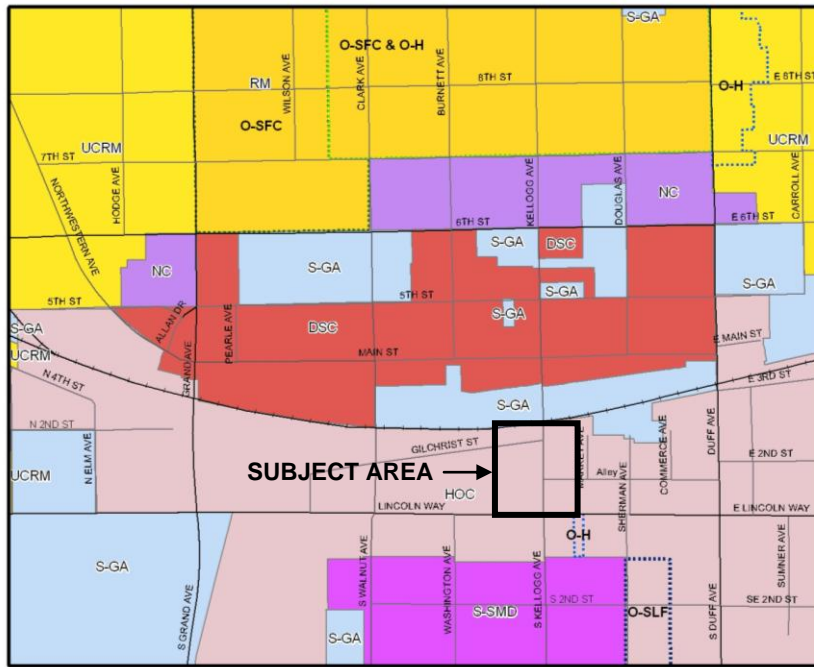


**Location Map  
Kellogg Corridor**



# ATTACHMENT B

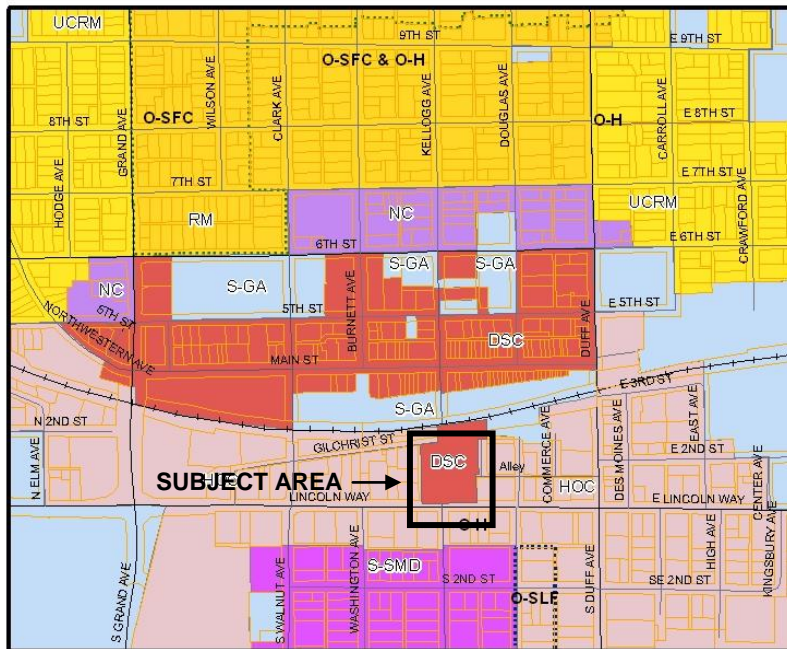
## Current Zoning



**DSC** – Downtown Services Center  
**HOC** – Highway Oriented Commercial  
**RM** – Residential Medium Density  
**O-H** – Historic Overlay

**O-SFC** – Single Family Conservation Overlay  
**S-GA** – Special-Government/Airport  
**S-SMD** – Special-South Lincoln Mixed Use  
**UCRM** – Urban Core Residential Medium Density

## Proposed Zoning



**Douglas R. Marek, City Attorney, 515 Clark Avenue, Ames, Iowa 50010 (515)239-5146**

Return document to: City Clerk's Office, P.O. Box 811, Ames, IA 50010

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE AMENDING THE OFFICIAL ZONING MAP OF THE CITY OF AMES, IOWA, AS PROVIDED FOR IN SECTION 29.301 OF THE MUNICIPAL CODE OF THE CITY OF AMES, IOWA, BY CHANGING THE BOUNDARIES OF THE DISTRICTS ESTABLISHED AND SHOWN ON SAID MAP AS PROVIDED IN SECTION 29.1507 OF THE MUNICIPAL CODE OF THE CITY OF AMES, IOWA; REPEALING ALL ORDINANCES AND PARTS OF ORDINANCES IN CONFLICT HERewith AND ESTABLISHING AN EFFECTIVE DATE**

**BE IT HEREBY ORDAINED** by the City Council of the City of Ames, Iowa;

Section 1: The Official Zoning Map of the City of Ames, Iowa, as provided for in Section 29.301 of the Municipal Code of the City of Ames, Iowa, is amended by changing the boundaries of the districts established and shown on said Map in the manner authorized by Section 29.1507 of the Municipal Code of the City of Ames, Iowa, as follows: That the real estate, generally located along both sides of Kellogg Avenue between the Union Pacific Railroad and Lincoln Way, is rezoned from Highway-Oriented Commercial (HOC) to Downtown Service Center (DSC).

**Real Estate Description:** Beginning at the southwest corner of Lot 1 in Lee and Munn's Subdivision thence north along the west line of Lots 1 through 13 of said subdivision a distance of 313.3 feet to the northwest corner of Lot 13 in said subdivision thence continuing along the north line of said Lot 13 to the west right-of-way line of Kellogg Avenue thence north along said west right-of-way line a distance of 55 feet to a point on the south line of the railroad right-of-way thence east along said south railroad right-of-way line a distance of 66 feet across the right-of-way of Kellogg Avenue to the northwest corner of Parcel A of the Plat of survey recorded in Story County, Iowa on July 5, 1995 as Instrument No. 95-05546 thence east a distance of 219.85 feet along the north line of said Parcel A to the northeast corner of said Parcel A thence south a distance of 49.58 feet to the southeast corner of Lot 11 of Ames Grain and Coal Company 2<sup>nd</sup> Addition thence west a distance of 49.95 feet along the north right-of-way line of Market Avenue thence south a distance of 23.8 feet along the west right-of-way line of Market Avenue to southeast corner of said

Parcel A thence south along the east line of Lots 9 through 15 in Ames Grain and Coal Company Addition a distance of 175 feet to the southeast corner of Lot 9 in said Addition thence south a distance of 16 feet across the alley right-of-way to a point on the north line Lot 12 in Lockwood's Addition thence west to the northeast corner of Lot 13 in Lockwood's Addition thence south a distance of 135 feet along the east line of said Lot 13 to the southeast corner of said Lot 13 thence west a distance of 155.5 feet along the south line of said Lot 13 to the southwest corner of said Lot 13 thence 66 feet across the right-of-way of Kellogg Avenue to the southeast corner of Lot 1 of Lee and Munn's Subdivision thence west a distance of 96 feet along the south line of said Lot 1 to the Point of Beginning.

Section 2: All other ordinances and parts of ordinances in conflict herewith are hereby repealed to the extent of such conflict.

Section 3: This ordinance is in full force and effect from and after its adoption and publication as provided by law.

ADOPTED THIS \_\_\_\_\_ day of \_\_\_\_\_, 2011.

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Diane R. Voss, City Clerk

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Ann H. Campbell, Mayor