

## Staff Report

**PLANNING BASE UPDATE**

September 27, 2011

**BACKGROUND:**

In December, 2009, the Planning and Housing Department presented a staff report to the Ames City Council that reviewed the population, housing, and employment metrics for Ames and compared them to the expectations of the Land Use Policy Plan. The results of that report were that population growth in Ames exceeded where the LUPP anticipated we would be at that time.

At the August 16, 2010 City Council meeting, the Council adopted as one of its priorities, an update to the “Planning Base” chapter of the LUPP. The Council recognized that the first part of this chapter is primarily the factual data that the policy portions of the plan are based upon. These data would be applicable to, and provide guidance for, the development of future policy amendments and potential major updates. This update is intended to reflect the growth that has occurred in the City since the 1997 adoption of the LUPP. While the 2009 report was based on Census Bureau estimates, **this update reflects the data available from the 2010 Census.**

Attached to this memo is a draft of proposed changes to the first 11 pages of Chapter One -“Planning Base” of the Land Use Policy. These changes reflect the updated 2010 information on population, housing, and employment. They also reflect recent changes in policy due to other actions of the City Council such as the approval of a new Zoning Ordinance in 2000, the adoption of the Ames Urban Fringe Plan in 2006, and the changes to the allowable growth areas and capital investment strategy in 2011. **The changes are found only in the first half of Chapter One -“Planning Base” and are not intended to amend the existing goals and policies of the LUPP, which are found in the second half of Chapter One.**

**SUMMARY OF PROPOSED CHANGES**Population

The attached amendments compare population growth of Ames to Story County and the State of Iowa. The current LUPP compares growth in Story County to the more rural counties to the west and north of Story County, as well as Polk County to the south. This comparison is continued and expanded to include all the metro counties of the Des Moines metropolitan area. On the whole, population growth in Ames and Story County has greatly outpaced the rural counties to the north and west (mirroring statewide trends). In addition, population growth in Story County has matched that of the metro counties to the south (except for Dallas County, which grew 62 percent in the past decade).

In planning for the physical development of the City, it is important to have some insight into what the future size of the population will be<sup>1</sup>. The population “targets” prepared for the 1997 LUPP have proven to be too conservative. This was due, to a large degree, on the assumption that enrollment at Iowa State University would remain flat at 1997 levels. **For this proposed update to the LUPP, a total of seven projections were done, which provide a range of future population from 61,270 to 74,424 to the year 2030.**

Each projection was made using different historic benchmarks and assumptions of future Ames and ISU growth. At the upper end, the assumptions are that both Ames and ISU will grow at the rate they have achieved in the period 1997 to 2010. At the lower end, the assumptions are that Ames will grow at the rate it has since 1997 but that ISU enrollment will remain flat at current numbers. **This approach to provide a range of population projections based on scenarios of historic trends projected into the future is a departure from the current LUPP policy of selecting a “targeted” population.**

### Housing

The proposed amendments also look at housing growth in Ames from 2000 to 2010. The data compare total housing units in Ames, changes in owner-occupied and renter-occupied rates, vacancies and occupancy rates, and household size. A further examination is made of the change in the housing stock in that same period, i.e., what is the composition of housing types now compared to 2000. The data indicate that new apartment structures accounted for the largest increase in housing units.

Housing projections are included in the current LUPP Planning Base and are updated to reflect the low and the high population projections noted above. These projections assume a slightly declining number of persons per household and a stable occupancy rate. For the most part, total housing units is a direct function of population, minus those in group quarters and institutions.

Also included in this section is a projection of new housing types needed to accommodate the population projections. **Based on current trends, between 702 and 3,108 new single-family detached homes will be needed by 2030.** These projections of needed housing types were made for the low and the high end of the population projections. However, it should be noted that the ratio of multi-family to single-family units may be affected at the lower population projection because the lower level assumes a flat ISU enrollment.

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<sup>1</sup> It should be noted that the current population projections, as well as the housing and employment projections that are found in the Land Use Policy Plan, were prepared by RM Plan Group, the consultant for the LUPP. These projections were done using proprietary methods for which the background report of the LUPP provides little information. Staff prepared projections for this update using a linear regression model and available historic data.

### Employment

The section in the proposed Planning Base amendments dealing with employment looks at changes in the occupational make-up of the Ames labor force from 2000 to 2009 based on available census data. Iowa Workforce Development data provides a snapshot of the size of the civilian labor force and employment rates in Ames. The situation is not much different than from the 2009 analysis—employment growth in Ames has not increased at the same rate as the population. The number of employed residents of Ames who are working increased 10 percent in the past decade compared to population growth in that same period of 15.7 percent.

Staff believes it might be useful to measure the current level and makeup of employment in the community. This type of information can allow the City Council to establish a target for certain types of employment sectors and monitor our progress towards reaching them as each update occurs. This information can also help us determine whether a sufficient amount of land area is available to accommodate the desired employment types.

However, given the fact that employment is influenced by such factors as local, state, and federal policies, the national and state economy, the segment of the population that is growing (students, retirees, etc.), and the success of economic development recruitment efforts, it is difficult to project this type of employment data through 2030. Furthermore, the background information of the Land Use Policy Plan provides little information to allow us to repeat the employment projections that were done in 1994. **Therefore, the City Council should decide whether employment projections still belong in the LUPP. If the City Council believes that a new set of employment projections would be useful, staff can work with appropriate technical experts to develop these projections. For now, the original employment projections remain in the plan.**

### Physical Expansion of the City

The amendments also include a summary of the growth of the corporate boundaries of the City through annexations since 1997. These comprise 2,164 acres, including the recent Rose Prairie annexation. It is important to note that capacity of the three allowable growth areas reflected in the LUPP can accommodate even the greatest of the prepared population projections.

### **NEXT STEPS**

If the City Council finds the attached amendments to the LUPP worthy of further consideration and gives direction regarding employment projections, staff will then process these LUPP amendments through the Planning and Zoning Commission with the required public hearing.

***CHAPTER ONE***  
***PLANNING BASE***

## DEVELOPMENT TRANSITIONS

**Major Growth Influences.** While many factors have contributed to Ames' development, three influences in particular have had a significant impact on the growth and composition of the community. These three influences are the railroad, the university, and regionalization of the economy. Each of these influences is important in understanding the precedents for change in the community and their implications for future development.

Railroad Influence. The first identified non-Indian settlers were the Reverend I.H. Rees and George H. Crossly who constructed home sites near Squaw Creek in 1854. Five years later, Iowa State Agricultural College was located further west of Squaw Creek. In 1864, the site of present-day Ames was laid out and a plat was recorded in 1865. The town was originally established as a railroad stop and named for Oakes Ames, a proprietor of the Cedar Rapids and Missouri River Railroad.

The railroad guided the early development pattern of Ames. Major streets and buildings paralleled the east-west route of the tracks. Most of the earlier, commercial sites were located near the railroad depot in establishing what is now Downtown.

The rich farmland surrounding Ames became a major producer of cash crops. The railroad provided the early means for delivering crops to market. The railroad also connected people with the nearby growth of the Agricultural College.

University Influence. Founded in 1859, Iowa State Agricultural College (now Iowa State University) was established to provide higher education opportunities and research in agricultural sciences. The campus originally stood alone and there was no physical connection with Ames. In 1891, the Ames and College Railroad, also known as "The Dinkey," began regular transit service between the campus and Downtown.

Enrollment at the College and the City's population remained modest until 1940. World War II created a prosperous new economy and a higher demand for professional training. Returning "G.I.'s" were offered incentives to enter college. Population in Ames increased from 12,555 in 1940 to 22,898 in 1950, driven in part by increased enrollment at Iowa State.

A second surge in the City's population occurred between 1960 and 1970 when it increased from 27,003 to 39,505. An enrollment increase of nearly 10,000 at ISU during the period accounted for 80 percent of the City's population change. The surge in enrollment created a housing shortage at the campus with the result that residents of Ames opened their homes to students. In helping meet the housing crisis, the City altered zoning in portions of its older single-family areas near Downtown to permit replacement by multi-family housing. The code was later changed to limit multi-family housing in the area due to concerns over the incompatibility of the larger structures on the historic character of these older neighborhoods.

Enrollment growth of ISU attracted commercial activities in the present location of Campustown. Expansion of large-scale multi-family housing occurred nearby. Development filled in the area surrounding the primary campus. "The Dinkey" was replaced by the automobile and Lincoln Way as the primary connection between the campus and Downtown.

Growth and advancement at ISU also attracted the establishment of three national laboratories in Ames. The National Animal Disease Center was established in 1961. The National Veterinary Services Laboratory, originally part of the National Animal Disease Center, became its own agency in 1978. The National Soil Tilth Laboratory was established in 1989. The combination of these labs with the University created a major teaching and research center that now employs approximately 47 percent of the 25,000 - plus workforce in Ames.

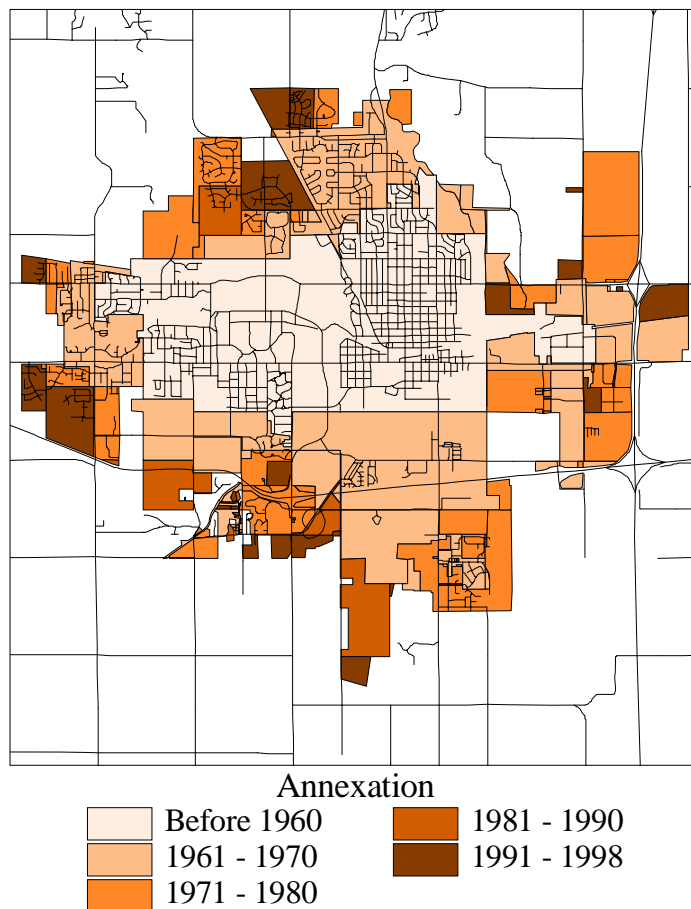
Regionalization of the Economy Influence. Enrollment at ISU stabilized between 1980 and 1990; however, the City's population continues to increase moderately. This population increase is due largely to regional influences in the economy that mark a new development era. The combining of the greater Des Moines and Ames economies is creating new growth and diversification. The presence of Interstate 35 links the two urban areas with convenient access. The recent emergence of major employment centers and residential areas along the I-35 corridor is evidence of the economy's regionalization. Evidence of the linkage within Ames can be found in the presence of new regional retail activities associated with the South Duff Avenue and Hwy. 30 connections. This regionalization of the economy provides both a new direction and composition for the development of Ames.

**Annexation.** Since its incorporation in 1869, Ames has experienced major expansion of its boundaries in accommodating growth. The first annexation occurred in the early 1890's when the City expanded to include the Iowa State campus and surrounding area. In 1930, the City still had a relatively compact configuration, which included the original urban core and ISU. The incorporated area consisted of 3,116 acres and a population of 10,261 or a population density of 3.3 persons per acre. Since then, there have been ~~three~~ four periods of major annexation.

In 1950, the City expanded north and west in including the suburbs that were required to meet the population surge after WWII. The incorporated area consisted of 3,982 acres and a population of 22,898 or a population density of 5.8 persons per acre.

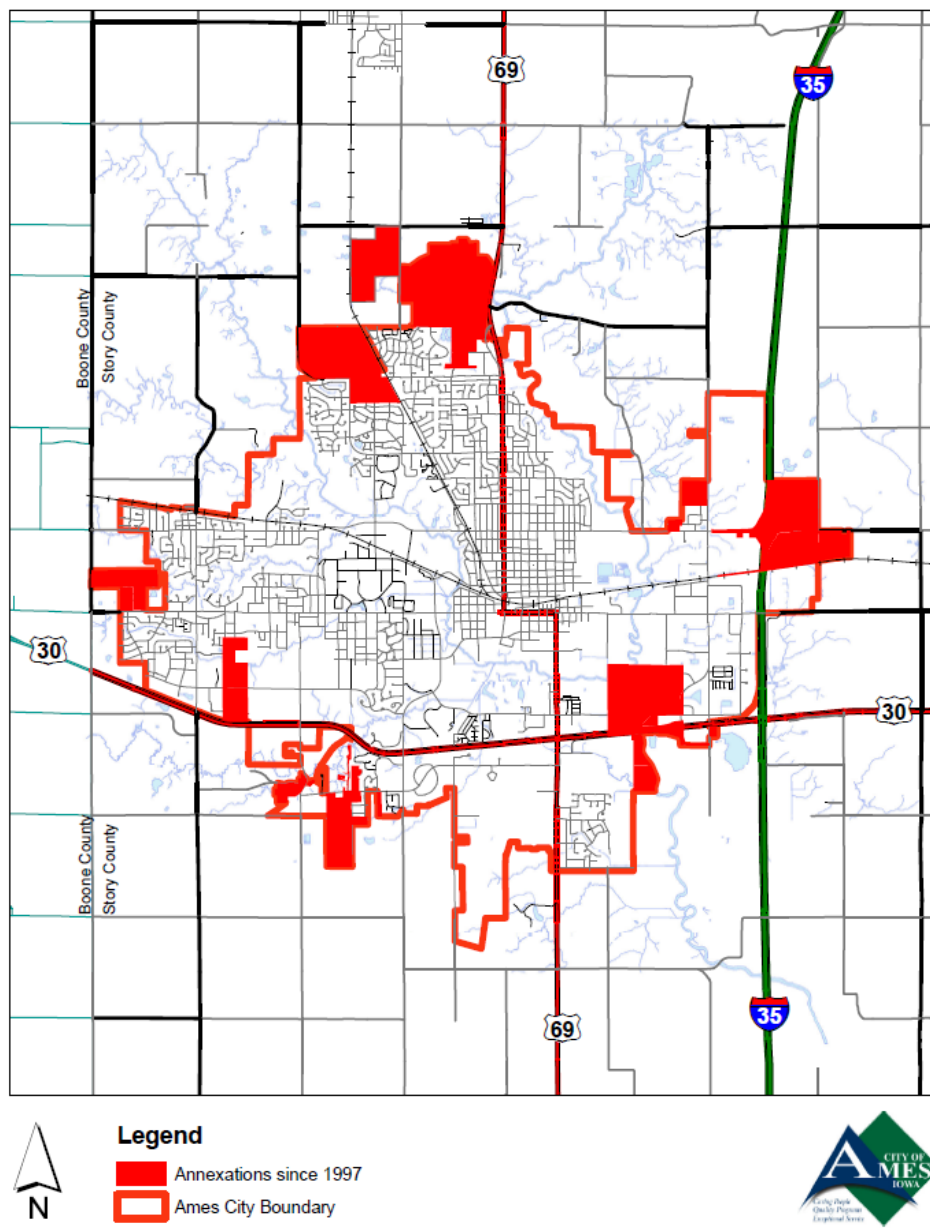
In 1975, the City undertook its largest annexation to meet a second major surge in population. Expanding in all directions, but especially to the south, the City annexed 5,620 acres. The incorporated area consisted of 9,602 acres and a population of 43,561 or a population density of 4.5 persons per acre.

In 1994, the City consolidated its boundaries in annexing several new suburban developments. The incorporated area consisted of 10,271 acres and a population of 47,198 or a population density of 4.6 persons per acre.



Since 2000, annexations to the north of Ames have occurred to allow for residential development and for recreational purposes. Part of this was a response to the demand for housing and the

unavailability of areas in the southwest for immediate development. Although the southwest was considered the priority growth area, the LUPP was amended to allow for the annexation of “near term lands,” which became the Northridge Heights development. By 2010, the area of the City had grown to 15,681 acres, including 2,164 acres since 1997. With a population of 58,965 in 2010, the gross density of the City is 3.76 persons per acre. The map below shows the areas annexed since the adoption of the Land Use Policy Plan.



**Planning Area.** Since 1930, Ames has increased in land area by 400 percent, adding approximately 9,300 acres through annexation. Between each annexation, the City has filled its boundaries. The degree of development between annexations has varied moderately based on comparison of population densities

The unincorporated area adjacent to the City is important to the growth of Ames both in terms of future annexation and development compatibility. A *Planning Area* has been designated for addressing growth opportunities and development compatibility for the City. As of 1994, the

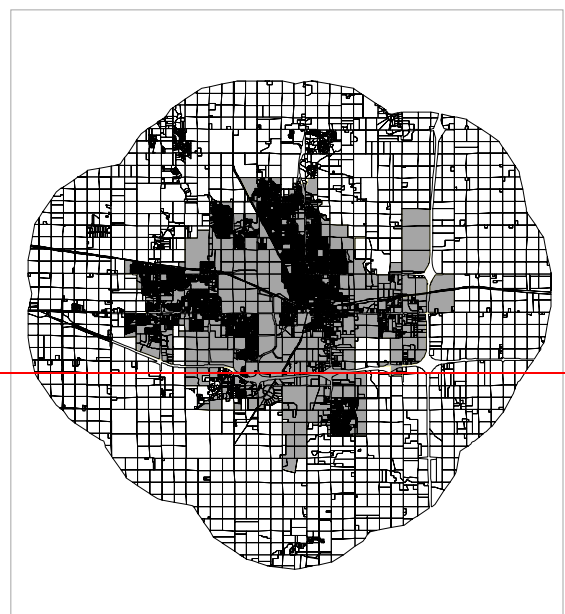
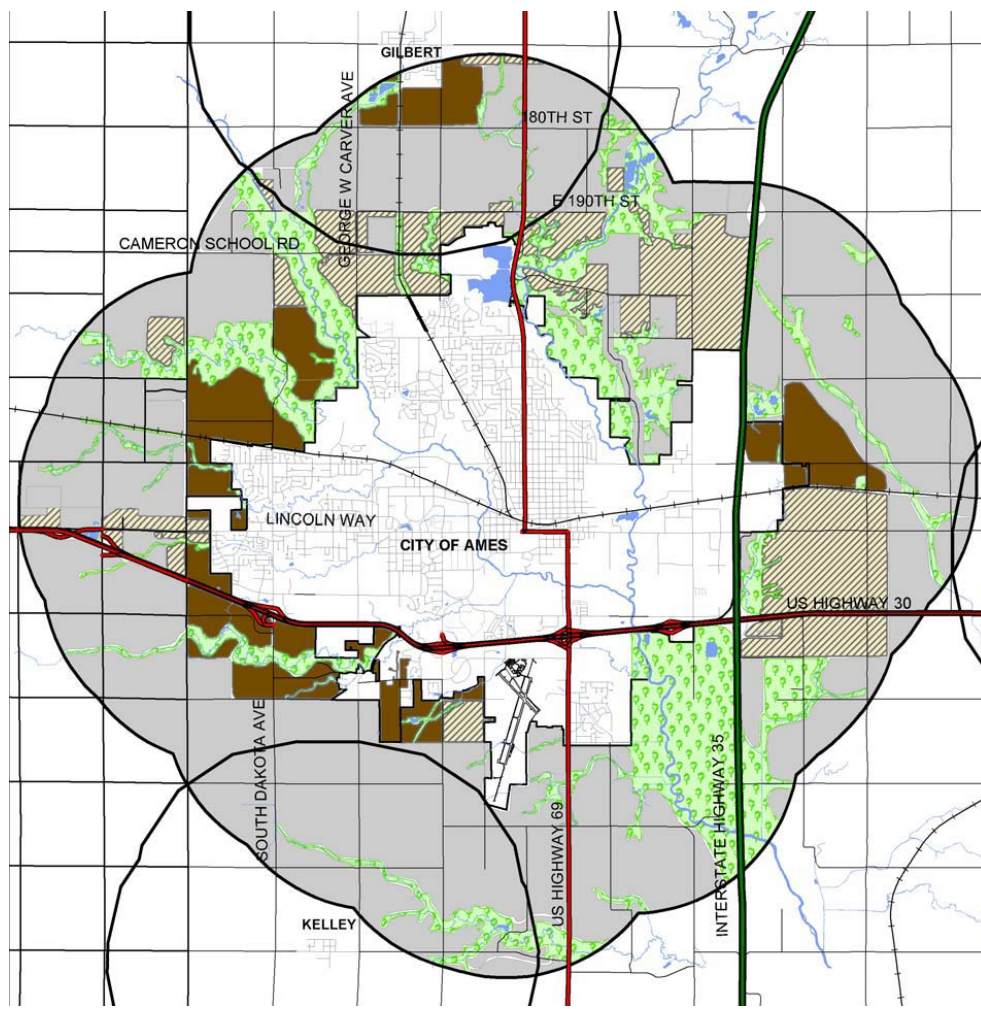


Planning Area, exclusive of the City, encompassed an area of 43,837 acres and a population of approximately 2,500 or a population density of 0.6 persons per acre. In 2006, Ames, Gilbert, and Story County adopted the Ames Urban Fringe Plan. This document defined the planning area as the two-mile area around the Ames corporate limits as those limits existed at that time. The Plan identified those areas in which the City is expected to grow into during the life of the Plan (to the year 2030). The policies of the Plan for these areas, known as the Urban Services Areas, will not allow for development unless and until the area is annexed and full City infrastructure and services are installed.

The Plan also identified those areas in which the City is not expected to grow in the long term, shown as Rural Service and Agricultural Conservation Areas. The policies of the Plan support only development that is consistent with the long-term preservation of the county's agricultural resources.

A third area of the Plan is the Rural/Urban Transitional Areas. These areas may be developed without being incorporated into the City but they will be designed so that if annexed, they will seamlessly be integrated into Ames. The policies of the Rural/Urban Transitional Areas may, in some areas, require development to city densities with full city infrastructure. Other areas may be allowed to develop with somewhat lesser densities and infrastructure.

The policies of the Ames Urban Fringe Plan are a departure from the expectations of the Land Use Policy Plan as it was adopted in 1997. The LUPP envisioned significant development of the rural areas outside the City limits—the policies of the Ames Urban Fringe Plan require most development on the periphery of the City to first be annexed, to be built to urban densities, and with full extensions of city services.



Planning Area

## GROWTH DETERMINANTS

**Regional Setting.** The table below shows the estimated population in 1997 as well as that of the decennial census years of 2000 and 2010. The percent change of population from 2000 and 2010 are also shown. Also shown are the population change for Ames, Story County, and Iowa. The growth rate of Ames exceeds the growth rate of Story County and of Iowa.

### POPULATION: LOCAL

	<u>Ames</u>	<u>Story County</u>	<u>Iowa</u>
<u>1997 (est)</u>	<u>48,238</u>	<u>74,922</u>	<u>2,854,396</u>
<u>2000</u>	<u>50,731</u>	<u>79,981</u>	<u>2,926,324</u>
<u>2010</u>	<u>58,965</u>	<u>89,542</u>	<u>3,046,355</u>
<u>2000-10 change</u>	<u>15.7%</u>	<u>11.6%</u>	<u>4.1%</u>

It is also useful to compare Ames's population to that of the surrounding counties of Story, Boone, Hamilton, Hardin, Marshall, and Polk counties. The more rural counties of Boone, Hamilton, and Hardin have lost population or growth has been flat. The more populous counties of Marshall and Polk have grown. However, while the Polk County growth rate exceeds that of Story County, the growth rate of Ames exceeds that of Polk County. These trends are reflective of statewide and national trends of urban migration.

### POPULATION: NON-METRO REGIONAL

	<u>Boone</u>	<u>Hamilton</u>	<u>Hardin</u>	<u>Marshall</u>
<u>1997 (est)</u>	<u>26,179</u>	<u>16,040</u>	<u>18,492</u>	<u>38,776</u>
<u>2000</u>	<u>26,224</u>	<u>16,438</u>	<u>18,812</u>	<u>39,311</u>
<u>2010</u>	<u>26,306</u>	<u>15,673</u>	<u>17,534</u>	<u>40,648</u>
<u>2000-10 change</u>	<u>0.3%</u>	<u>-4.7%</u>	<u>-6.8%</u>	<u>3.4%</u>

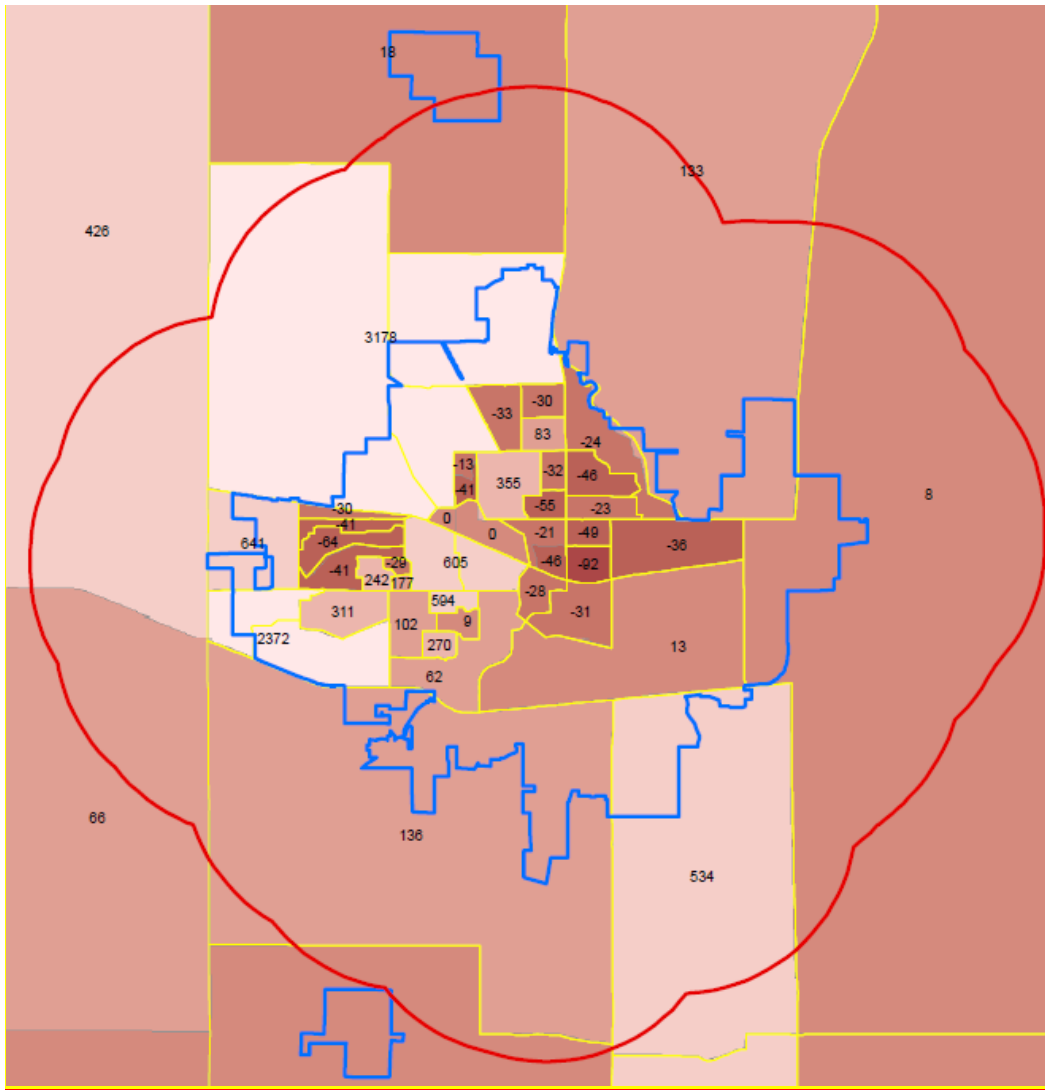
Following the 2000 census, Ames exceeded the population threshold of 50,000 persons, allowing Story County to become a Metropolitan Statistical Area. Below are data showing the population growth of the adjacent Des Moines metropolitan counties of Polk, Dallas, Warren, Madison, and Guthrie. Story County grew at a rate comparable to Polk, Warren, and Madison counties. However, all were outpaced by the growth of Dallas County.

### POPULATION: METRO REGIONAL

	<u>Polk</u>	<u>Dallas</u>	<u>Warren</u>	<u>Madison</u>	<u>Guthrie</u>
<u>1997 (est)</u>	<u>356,245</u>	<u>35,783</u>	<u>39,784</u>	<u>13,740</u>	<u>11,474</u>
<u>2000</u>	<u>374,601</u>	<u>40,750</u>	<u>40,671</u>	<u>14,019</u>	<u>11,353</u>
<u>2010</u>	<u>430,640</u>	<u>66,135</u>	<u>46,225</u>	<u>15,679</u>	<u>10,954</u>
<u>2000-10 change</u>	<u>14.6%</u>	<u>62.3%</u>	<u>13.6%</u>	<u>11.8%</u>	<u>-3.5%</u>

Within the corporate limits of Ames and its fringe area, data from the US Census Bureau can help determine where that population increase has occurred. Data at the block and block group level comparing 2000 and 2010 population were obtained. The bulk of the population growth occurred in a single block group in the northwest of Ames and one in the southwest, accounting for a combined increase of 5,550 persons. Population growth in the northwest was facilitated by the annexation and development of the "near term lands." Growth in the southwest followed the rezoning and development of the many high-density residential structures there. An additional 534 persons were found in a block group in southeast Ames following several high-density

residential construction projects there, too. The data also show a net loss of between 13 and 64 persons in selected block groups. These are clustered mostly near the center of the city and are likely due to demolition of obsolete structures and conversions of multi-family to single-family structures.



### Housing Changes

The table below shows the changes in housing, as measured by the decennial census of 2000 and 2010. The total number of housing units rose by 27.3 percent. This rate of housing growth exceeded the growth of population, resulting in two outcomes noted below in the table: a slight decrease in the occupancy rate (i.e., a higher vacancy rate) and a decrease in the number of persons per household.

#### HOUSING: TOTAL AND OCCUPANCY

	<u>2000</u>	<u>2010</u>	<u>2000-10</u> <u>Change</u>	<u>2000-10</u> <u>Change %</u>
<u>Total Housing Units</u>	<u>18,709</u>	<u>23,876</u>	<u>5,119</u>	<u>27.3%</u>
<u>Total Occupied Units</u>	<u>18,045</u>	<u>22,759</u>	<u>4,674</u>	<u>25.8%</u>
<u>Total Vacant Units</u>	<u>664</u>	<u>1,117</u>	<u>445</u>	<u>66.2%</u>
<u>Owner-Occupied Units</u>	<u>8,326</u>	<u>9,703</u>	<u>1,366</u>	<u>16.4%</u>
<u>Renter-Occupied Units</u>	<u>9,719</u>	<u>13,056</u>	<u>3,308</u>	<u>33.9%</u>

<u>Housing Occupancy Rate</u>	<u>96.5%</u>	<u>95.3%</u>		
<u>Average Household Size (persons per housing unit)</u>	<u>2.30</u>	<u>2.25</u>		
<u>Average Household Size: Owner-Occupied</u>	<u>2.52</u>	<u>2.40</u>		
<u>Average Household Size: Renter-Occupied</u>	<u>2.11</u>	<u>2.13</u>		

The available data on housing unit types show a shift in the types of housing structures. The number of units that are in three- and four-unit buildings decreased nearly 30 percent. Other decreases in housing types are in the categories of duplexes and mobile homes.

The number of housing units in larger apartment or condominium buildings, however, has greatly outpaced single-family units. The number of housing units in buildings that contain more than 20 units increased 54 percent. An even greater increase in housing units is found in structures containing between 10 and 19 units, which increased over 72 percent.

#### **HOUSING: UNIT TYPE**

	<b><u>2000<sup>1</sup></u></b>	<b><u>2009<sup>2</sup></u></b>	<b><u>2000-09 Change</u></b>	<b><u>2000-09 Change %</u></b>
<u>Total Housing Units</u>	<u>18,709</u>	<u>22,003</u>	<u>3,294</u>	<u>17.6%</u>
<u>1-unit, detached</u>	<u>8,050</u>	<u>8,654</u>	<u>604</u>	<u>7.5%</u>
<u>1-unit, attached</u>	<u>1,214</u>	<u>1,485</u>	<u>271</u>	<u>2.2%</u>
<u>2 units</u>	<u>1,180</u>	<u>1,128</u>	<u>-52</u>	<u>-4.4%</u>
<u>3 or 4 units</u>	<u>1,358</u>	<u>957</u>	<u>-401</u>	<u>-29.5%</u>
<u>5 to 9 units</u>	<u>1,613</u>	<u>1,841</u>	<u>228</u>	<u>14.1%</u>
<u>10-19 units</u>	<u>1,835</u>	<u>3,167</u>	<u>1,332</u>	<u>72.6%</u>
<u>20 or more</u>	<u>2,642</u>	<u>4,078</u>	<u>1,436</u>	<u>54.4%</u>
<u>Mobile home</u>	<u>817</u>	<u>693</u>	<u>-124</u>	<u>-15.2%</u>
<u>Boat, RV, van, etc.</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

~~Ames shares an economic region with the greater Des Moines area. Within the six contiguous counties of Boone, Hamilton, Hardin, Marshall, Polk and Story, the City of Ames represents 47,198 people or 9.5 percent of the 500,019 population of the region as of 1990. The City of Des Moines is the largest population center with a population of 193,000 as of 1990.~~

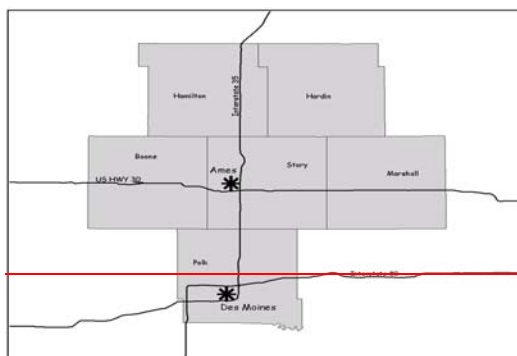
~~The six counties constitute a growing region due mainly to the growth within Des Moines and Ames. Since 1970, the region's population increased by 42,958, of which growth in Ames contributed 7,693 or 18 percent. The dominant factor in Ames' growth between 1970 and 1985 was an enrollment increase of 6,909 at Iowa State University.~~

~~While the Des Moines area provides a more diversified employment and commercial base, Ames has its own sustaining economy. In 1990, the City provided an employment base of~~

<sup>1</sup> Data are US Census Bureau SF-3 sample data from the 2000 decennial census. These sample data are collected for the ~~former-now-discontinued~~ "long form" and do not necessarily equate to the number of housing units obtained from the "short form."

<sup>2</sup> Data are American Community Survey data from surveys collected 2005-2009. These are sample data collected from mail-in surveys. It is a "rolling average" from five years of data collection.

~~25,307 of which ISU comprised approximately 8,200 or 32.4 percent. Although highly specialized in government/educational services, Ames comprised approximately 8 percent of the employment in the six county region, which was slightly less than the City's share of the region's population.~~



~~**Local Setting.** Ames is the largest population and economic center within Story County. Population has increased steadily within Story County and Ames since 1940, with most of the growth occurring within the City. Between 1940 and 1990, the County's total population increased by 40,818 with an annual growth rate of 2.9 percent during the first 40 years and 0.3 percent during the last 10 years. During the fifty year period, the City increased its share of the County's total population from 37.6 percent in 1940 to 63.5 percent in 1990.~~

~~The City also increased its share of the County's total employment. As of 1990, Ames included approximately 56 percent of all private wage workers and 95 percent of all government workers. Iowa State University provided annual employment for approximately 8,200 workers, most of whom were living in Ames.~~

### Employment Changes

The table below shows occupation data from the US Census Bureau<sup>3</sup>. The total number of persons in the labor force in Ames grew by nearly 11 percent. However, there was variation among the different occupations that comprise that population. Persons in a service occupation increased over 32 percent while those in other occupations increased at a lesser rate. Except for service occupations, all other occupations grew at a rate smaller than overall employment growth.

<sup>3</sup> Data from 2000 are obtained from the decennial "long-form" and are found in the SF-3 data tables. Data from 2005-2009 are, as noted previously, from the American Community Survey and are "rolling 5-year averages." Respondents self-select the occupation in which they are employed.

**EMPLOYMENT: BY OCCUPATIONS IN AMES**

	<u>2000</u>	<u>2005-09</u>	<u>2000-09</u> <u>Change</u>	<u>2000-09</u> <u>Change %</u>
<u>Civilian Employed Population 16 years and over</u>	<u>28,883</u>	<u>32,028</u>	<u>3,145</u>	<u>10.9%</u>
<u>Management, professional, and related occupations</u>	<u>13,670</u>	<u>14,413</u>	<u>743</u>	<u>5.4%</u>
<u>Service occupations</u>	<u>4,510</u>	<u>5,960</u>	<u>1,450</u>	<u>32.2%</u>
<u>Sales and office occupations</u>	<u>7,078</u>	<u>7,316</u>	<u>238</u>	<u>3.4%</u>
<u>Farming, fishing, and forestry occupations</u>	<u>338</u>	<u>358</u>	<u>20</u>	<u>5.9%</u>
<u>Construction, extraction, maintenance, and repair occupations</u>	<u>1,363</u>	<u>1,450</u>	<u>87</u>	<u>6.4%</u>
<u>Production, transportation, and material moving occupations</u>	<u>1,924</u>	<u>2,531</u>	<u>607</u>	<u>3.2%</u>

The table below shows employment by industry from the U.S. Census Bureau.<sup>4</sup> Total job growth has risen 7.8 percent in the decade for which the most recent data are available. The industry with the greatest overall job growth is Health care and social assistance while the industry with the greatest job loss is Professional, scientific, and technical services.

**EMPLOYMENT: BY INDUSTRY IN AMES MSA**

<u>Industry</u>	<u>1998</u> <u>Jobs</u>	<u>2009 Jobs</u>	<u>1998-2009</u> <u>Change</u>	<u>1998-2009</u> <u>Change %</u>
<u>Total</u>	<u>26,903</u>	<u>28,999</u>	<u>2,096</u>	<u>7.8%</u>
<u>Forestry, fishing, hunting, agricultural support</u>	<u>95</u>	<u>152</u>	<u>57</u>	<u>0.6%</u>
<u>Mining</u>	<u>65</u>		<u>-65</u>	
<u>Utilities</u>		<u>41</u>	<u>41</u>	
<u>Construction</u>	<u>1,913</u>	<u>1,727</u>	<u>-186</u>	<u>-9.7%</u>
<u>Manufacturing</u>	<u>3,864</u>	<u>4,350</u>	<u>486</u>	<u>12.6%</u>
<u>Wholesale trade</u>	<u>839</u>	<u>889</u>	<u>50</u>	<u>6.0%</u>
<u>Retail trade</u>	<u>5,008</u>	<u>4,903</u>	<u>-105</u>	<u>-2.1%</u>
<u>Transportation and warehousing</u>	<u>265</u>	<u>468</u>	<u>203</u>	<u>7.7%</u>
<u>Information</u>	<u>551</u>	<u>735</u>	<u>184</u>	<u>3.3%</u>
<u>Finance and insurance</u>	<u>765</u>	<u>895</u>	<u>130</u>	<u>17.0%</u>
<u>Real estate and rental and leasing</u>	<u>406</u>	<u>392</u>	<u>-14</u>	<u>-3.4%</u>
<u>Professional, scientific, and technical services</u>	<u>2,065</u>	<u>1,241</u>	<u>-824</u>	<u>-40.0%</u>
<u>Management of companies and enterprises</u>	<u>459</u>	<u>329</u>	<u>-130</u>	<u>-28.3%</u>
<u>Administrative and support and waste management and remediation services</u>	<u>619</u>	<u>1,195</u>	<u>576</u>	<u>93.1%</u>
<u>Educational services</u>	<u>67</u>	<u>159</u>	<u>92</u>	<u>137.3%</u>
<u>Health care and social assistance</u>	<u>3,996</u>	<u>4,881</u>	<u>885</u>	<u>22.1%</u>
<u>Arts, entertainment, and recreation</u>	<u>242</u>	<u>524</u>	<u>282</u>	<u>116.5%</u>
<u>Accommodation and food services</u>	<u>3,770</u>	<u>4,297</u>	<u>527</u>	<u>14.0%</u>

<sup>4</sup> County Business Patterns are data reported by businesses. The data do not include self-employed individuals, employees of private households, railroad employees, agricultural production employees, and most government employees.

<u>Other services (except public administration)</u>	<u>1,780</u>	<u>1,749</u>	<u>-31</u>	<u>-1.7%</u>
<u>Industries not classified</u>	<u>7</u>		<u>-7</u>	<u>na</u>

As the following table indicates, employment in the Ames Metropolitan Statistical Area, when seen in broad sectors of the economy<sup>5</sup>, has been flat since 2000. The most significant growth has been in federal government employment. For clarity, total nonfarm equals goods production and service providing; service providing comprises private service providing and government; and goods production plus private service providing equals total private employment.

#### **EMPLOYMENT: BY SECTOR IN AMES MSA**

	<u>2000</u>	<u>2010</u>	<u>2000-2010 Change</u>	<u>2000-2010 Change %</u>
<u>Total Nonfarm</u>	<u>48,500</u>	<u>48,600</u>	<u>100</u>	<u>0.2%</u>
<u>Goods Producing</u>	<u>5,600</u>	<u>5,600</u>	<u>0</u>	<u>0.0%</u>
<u>Service Providing</u>	<u>42,900</u>	<u>43,000</u>	<u>100</u>	<u>0.2%</u>
<u>Private Service Providing</u>	<u>21,700</u>	<u>22,200</u>	<u>500</u>	<u>2.3%</u>
<u>Government</u>	<u>21,200</u>	<u>20,800</u>	<u>-400</u>	<u>-1.9%</u>
<u>Federal Government</u>	<u>1,000</u>	<u>1,100</u>	<u>100</u>	<u>10.0%</u>
<u>State Government</u>	<u>15,600</u>	<u>14,900</u>	<u>-700</u>	<u>-4.5%</u>
<u>Local Government</u>	<u>4,600</u>	<u>4,800</u>	<u>200</u>	<u>4.3%</u>
<u>Total Private</u>	<u>27,300</u>	<u>27,800</u>	<u>500</u>	<u>1.8%</u>

The table below is a measure of Ames residents in the labor force<sup>6</sup>. It also includes the unemployment rate. The total number of Ames residents in the labor force increased 12.5 percent in the decade 2000 to 2010. The unemployment rate nearly doubled in that time frame and reflects the current (2008-2011) economic decline. However, 2,800 more persons living in Ames were employed in 2010 than a decade previously in Ames. These data do not indicate where that person is employed.

#### **EMPLOYMENT: LABOR FORCE IN AMES**

	<u>2000</u>	<u>2010</u>	<u>2000-10 Change</u>	<u>2000-10 Change %</u>
<u>Resident Civilian Labor Force</u>	<u>28,700</u>	<u>32,300</u>	<u>3,600</u>	<u>12.5%</u>
<u>Resident Employed</u>	<u>28,100</u>	<u>30,900</u>	<u>2,800</u>	<u>10.0%</u>
<u>Resident Unemployed</u>	<u>600</u>	<u>1,300</u>	<u>700</u>	<u>117%</u>
<u>Resident Unemployed %</u>	<u>2.1%</u>	<u>4.1%</u>		

#### **Population Projections.**

~~The six county region, Story County and the City of Ames are projected to grow through the planning horizon year of 2030. The major factor in the region's projected increase of 107,000~~

<sup>5</sup> Data are obtained from Iowa Workforce Development and compiled in conjunction with the U.S. Bureau of Labor Statistics.

<sup>6</sup> These data are obtained from Iowa Workforce Development and are based on place of residence regardless of where that person is employed.



~~is economic growth within the Des Moines area and the shared effect with Story County and Ames.~~

~~Story County. Total population within Story County is projected to grow from 74,252 in 1990 to between 94,000 and 96,000 by the year 2030. The population increase is 19,748 to 21,748 or 28 to 29 percent. The annual rate of growth is 0.7 to 0.8 percent, which approximates the rate between 1980 and 1990.~~

~~City of Ames and the Unincorporated Planning Area. Population within the City of Ames and the unincorporated Planning Area is projected to grow from approximately 50,000 in 1990 to between 65,000 and 67,000 by the year 2030. The population increase is 15,000 to 17,000 or 30 to 34 percent. The annual rate of growth is 0.7 to 0.8 percent, which represents an increase from the rate between 1980 and 1990. The higher growth rate is due to increases in births and in migration.~~

~~Population is projected collectively for the City of Ames (as presently configured) and the unincorporated Planning Area because some annexation of the latter by Ames is anticipated. Near term growth is anticipated to be higher within the presently configured City, while long-term growth will likely involve more of the presently unincorporated area.~~

	<b>City of Ames/Planning Area</b>		<b>Story County</b>	
<b>Year</b>	<b>Low</b>	<b>High</b>	<b>Low</b>	<b>High</b>
<b>1990</b>	—50,000	—50,200	—74,252	—74,252
<b>1995</b>	—51,850	—52,300	—76,180	—78,180
<b>2000</b>	—53,750	—54,400	—78,400	—80,400
<b>2005</b>	—55,700	—56,500	—80,700	—82,700
<b>2010</b>	—57,600	—58,600	—93,100	—85,100
<b>2015</b>	—59,500	—60,800	—85,600	—87,600
<b>2020</b>	—61,400	—62,900	—88,100	—90,100
<b>2030</b>	—65,000	—67,000	—94,000	—96,000

~~Population projections are a key component in planning for the future of Ames. Population projections were prepared for the 1997 Land Use Policy Plan for the purposes of determining a “target” population in five-year increments to the year 2030. These target populations have been used to determine annexation policies for the City, most recently in discussions about allowable and incentivized growth areas. However, this target population may not accurately account for projected population both in and around city limits based upon regional growth trends.~~

~~The 1994 LUPP population projections contain a major assumption that has not held in the 14 years since its adoption. That is, that student enrollment at Iowa State University “will remain~~

relatively stable.” ISU enrollment has, in fact, grown from 25,834 students in 1997 to a record enrollment of 29,887 in 2011—a nearly 18 percent increase.

For this 2011 update, projections are done using a linear regression function to determine the trend line of available data points and project them to the year 2030. The first projection (Forecast Model 1) uses data points from the US Census Bureau estimates and decennial census counts for the period 1997 to 2010. This results in a projection of 72,771 persons in 2030. A second projection (Forecast Model 2) uses the decennial census data from the post-WWII years (1950-2010). Using this more historical perspective results in a projection of 70,895 persons by 2030.

Knowing that the ISU enrollment is a significant component of Ames’s population and that ISU enrollment can fluctuate independent of the Ames economy, another approach is to, first, back out ISU enrollment from the Ames population. It is then possible to separately forecast future ISU enrollment and Ames population. One projection (Forecast Model 3) assumes enrollment at ISU will follow historic trends using the linear regression model. This approach forecasts a population of 74,424 persons in 2030 using the 1997-2010 data points. A second projection (Forecast Model 4) assumes enrollment will remain relatively flat following the record enrollment of 2011. This approach projects a population of 61,270 persons in 2030.

Using these same two approaches but stretching back to the historical data points of the post-war years results in a projection 70,895 if ISU population grows based on past trends (Forecast Model 5); and a projection of 62,266 if ISU population remains flat at the 2011 levels (Forecast Model 6).

A final projection (Forecast Model 7) begins with the Woods and Poole population projections for Story County. Then, using the US Census Bureau data to determine the ratio of Ames population to the county, apply that ratio to the Woods and Poole projections.

#### **POPULATION: PROJECTIONS TO 2030**

	<b><u>Ames in 2030</u></b>	<b><u>Story Co. in 2030</u></b>	<b><u>Iowa in 2030</u></b>
<u>Forecast Model 1 (1997-2010)</u>	<u>72,771</u>	<u>108,898</u>	<u>3,284,066</u>
<u>Forecast Model 2 (1950-2010)</u>	<u>70,895</u>	<u>104,737</u>	<u>3,117,598</u>
<u>Forecast Model 3 (Ames and ISU growing: 1997-2010)</u>	<u>74,424</u>		
<u>Forecast Model 4 (Ames growing and ISU flat: 1997-2010)</u>	<u>61,270</u>		
<u>Forecast Model 5 (Ames and ISU growing: 1950-2010)</u>	<u>70,895</u>	<u>n/a</u>	<u>n/a</u>
<u>Forecast Model 6 (Ames growing and ISU flat: 1950-2010)</u>	<u>62,266</u>	<u>n/a</u>	<u>n/a</u>
<u>Forecast Model 7 (Woods and Poole)</u>	<u>70,218</u>	<u>103,737</u>	<u>3,327,270</u>

In the spring of 2008, the City planning staff prepared a report that analyzed the capacity of the fringe areas of Ames to accommodate future growth. That report led to changes in policies of the City to create “allowable growth areas” to the north, northwest, and southwest of Ames. Under any of these projection scenarios, these allowable growth areas would accommodate the growth of the City to the year 2030 and even beyond. These policies are found in Chapter 6-Implementation of the LUPP.

The table below summarizes the capacity of the allowable growth areas to accommodate the existing population of Ames, the capacity of vacant land within the existing limits of Ames, and the capacity of the identified allowable growth areas for future population<sup>7</sup>.

**CAPACITY FOR GROWTH: AMES AND ALLOWABLE GROWTH AREAS**

<u>City of Ames population</u>	<u>58,965</u>
<u>Capacity for growth inside city limits</u>	<u>3,000</u>
<u>Capacity for growth within North Allowable Growth Area</u>	<u>3,000</u>
<u>Capacity for growth within Northwest Allowable Growth Area</u>	<u>8,995</u>
<u>Capacity for growth within Southwest Allowable Growth Area</u>	<u>9,375</u>
<u>Total Population of existing City and Fringe Area at total buildout</u>	<u>83,372</u>

This apparent excess in capacity above even the largest population projection will account for a comfortable housing market factor. This market factor ranges from a low of 12 percent to a high of 36 percent and is necessary to allow for market choices and consumer preferences.

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<sup>7</sup> These data were based on the 2008 Analysis of the Costs and Development Possibilities of Growth Targeted to the Southwest, Northwest, and North, updated to reflect the recent annexation of Rose Prairie.

**Employment Projections.** While employment within Story County and the City of Ames is dominated by government/educational services, expansion and diversification of the local economy is occurring. Story County, including the City of Ames, increased its private wage employment by 12,520 jobs or 107 percent between 1973 and 1991. The County also increased its share of the region's total employment in Manufacturing, Retail Trade, and Services. Based in part on the growing regional economic attraction provided by Des Moines, further expansion and diversification of the Story County and Ames economy is projected.

Story County. Total employment within Story County is projected to grow from approximately 35,200 in 1991 to between 50,800 and 52,300 by the year 2030. The increase is 15,600 to 17,100 or 44.3 to 48.6 percent. The annual rate of growth is 1.2 percent, which represents a slowing trend compared to the 3.5 percent rate for the six-county regional between 1973-1991.

City of Ames and the Unincorporated Planning Area. Total employment within the City of Ames and the unincorporated Planning Area is projected to grow from approximately 25,698 in 1990 to between 33,700 and 35,050 by the year 2030. The increase is 8.393 to 9.352 or 33.2 to 36.4 percent. The annual rate of growth is 0.8 percent, which approximates recent trends.

The most significant changes occur in Services, which is projected to increase by 3,500 to 3,800 jobs and Retail Trade, which is projected to increase by 2,020 to 2,220 jobs during the forty-year planning period.

It is assumed that employment at ISU will remain near current levels over the next ten years based on the University's projections for relatively stable enrollment.

	City of Ames		
	1990	2030	
			Low
<b>Government</b>	9980	10500	10800
<b>Services</b>	5480	8900	9200
<b>Retail</b>	5180	7200	7400
<b>Manufacturing</b>	1301	2400	2500
<b>Finance/R.E.</b>	978	1800	1900
<b>Construction</b>	850	1100	1200
<b>Transpo./Utilities</b>	778	1100	1200
<b>Agriculture</b>	782	100	115
<b>Wholesale Trade</b>	399	600	700
<b>Mining</b>	50	0	35
<b>Total</b>	<b>25778</b>	<b>33700</b>	<b>35050</b>

<b>Story County</b>			
	<b>1990</b>	<b>2030</b>	
		<b>Low</b>	<b>High</b>
<b>Government</b>	11843	12600	12900
<b>Services</b>	8432	14200	14600
<b>Retail</b>	8621	13100	13400
<b>Manufacturing</b>	2821	5400	5600
<b>Finance/R.E.</b>	1089	2200	2300
<b>Construction</b>	490	700	750
<b>Transpo./Utilities</b>	703	900	950
<b>Agriculture</b>	115	100	115
<b>Wholesale Trade</b>	1032	1600	1650
<b>Mining</b>	54	0	35
<b>Total</b>	<b>35200</b>	<b>50800</b>	<b>52300</b>
<i>Source: RM Plan Group, Nashville, April 1994</i>			

## Housing Projections.

Determining future housing needs is based on expectations of future population in Ames. The table below provides projections for housing units in Ames based on each of the Forecast Models shown above. As can be expected, a future that includes increased ISU enrollment will require a greater number of additional housing units—7,903 additional units under the greatest population projection (Forecast Model 3).

### **HOUSING UNITS: PROJECTIONS TO 2030<sup>8</sup>**

	<b><u>2030 Population</u></b>	<b><u>2030 Housing Units</u></b>	<b><u>Additional Units Needed</u></b>
<u>Forecast Model 1</u>	<u>72,771</u>	<u>29,893</u>	<u>7,134</u>
<u>Forecast Model 2</u>	<u>70,895</u>	<u>29,201</u>	<u>6,262</u>
<u>Forecast Model 3</u>	<u>74,424</u>	<u>30,662</u>	<u>7,903</u>
<u>Forecast Model 4</u>	<u>61,270</u>	<u>24,544</u>	<u>1,785</u>
<u>Forecast Model 5</u>	<u>70,895</u>	<u>29,021</u>	<u>6,262</u>
<u>Forecast Model 6</u>	<u>62,266</u>	<u>25,007</u>	<u>2,248</u>
<u>Forecast Model 7</u>	<u>70,218</u>	<u>28,706</u>	<u>5,947</u>

The table below forecasts the need for additional housing types in 2030 based on the housing projections above. Projections for additional housing types in 2030 were done for the lowest population forecast (Forecast Model 4) and the highest (Forecast Model 3). New single-family detached housing needs range from a low of 702 to a high of 3,108.

### **HOUSING UNITS BY TYPE: PROJECTIONS TO 2030<sup>9</sup>**

	<b><u>2009 Housing Units</u></b>	<b><u>2030 Housing Units Low</u></b>	<b><u>2030 Housing Units High</u></b>	<b><u>2030 Additional Units Needed Low</u></b>	<b><u>2030 Additional Units Needed High</u></b>
<u>Total Housing Units</u>	<u>22,003</u>	<u>23,788</u>	<u>29,906</u>	<u>1,785</u>	<u>7,903</u>
<u>1-unit, detached</u>	<u>8,654</u>	<u>9,356</u>	<u>11,762</u>	<u>702</u>	<u>3,108</u>
<u>1-unit, attached</u>	<u>1,485</u>	<u>1,605</u>	<u>2,018</u>	<u>120</u>	<u>533</u>
<u>2 units</u>	<u>1,128</u>	<u>1,220</u>	<u>1,533</u>	<u>92</u>	<u>405</u>
<u>3 or 4 units</u>	<u>957</u>	<u>1,035</u>	<u>1,301</u>	<u>78</u>	<u>344</u>
<u>5 to 9 units</u>	<u>1,841</u>	<u>1,990</u>	<u>2,502</u>	<u>149</u>	<u>661</u>
<u>10-19 units</u>	<u>3,167</u>	<u>3,424</u>	<u>4,305</u>	<u>257</u>	<u>1,138</u>
<u>20 or more units</u>	<u>4,078</u>	<u>4,409</u>	<u>5,543</u>	<u>331</u>	<u>1,465</u>
<u>Mobile home</u>	<u>693</u>	<u>749</u>	<u>942</u>	<u>56</u>	<u>249</u>

<sup>8</sup> Two major assumptions went into this linear regression model. The first is that non-household populations will remain relatively stable at 8,500 persons, meaning that regardless of ISU enrollment, on-campus housing will not increase or decrease, not will the total number of Ames residents in institutional or group homes. The second is that the average number of persons per housing unit will continue to decline at the same rate and fall to 2.15 in 2030.

<sup>9</sup> These forecasts assume that the percent of each of housing type to the total of housing units in the City in 2009 will remain the same through 2030.

Housing projections for Story County and the City of Ames assume that some students will continue to seek private rental housing as an alternative to on-campus housing. Housing projections also assume a constant five percent vacancy rate for all units in order to encourage some elasticity in the housing market.

Story County. Total housing within Story County is projected to grow from 26,847 dwelling units in 1990 to between 35,800 to 36,600 dwelling units by the year 2030. The increase is 8,953 to 9,753 dwelling units or 33.4 to 36.3 percent. The annual rate of growth is 0.8 percent.

City of Ames and the Unincorporated Planning Area. Total housing within the City of Ames and the unincorporated Planning Area is projected to grow from approximately 17,200 units in 1990 to between 25,000 and 25,800 by the year 2030. The increase is 7,800 to 8,600 units or 45 to 50 percent. The annual rate of growth is 1.1 to 1.3, which is higher than the population growth rate in order to increase elasticity in housing supply.

Because of the university-based market, there will probably continue to be a higher demand for multi-family housing than single family. Multi-family is projected to account for 48 percent of all new units and single family for 45 percent. Based on total housing projections, the demand for additional types of units is estimated by the year 2030 as follows:

- Multi-family = 3,744 to 4,128;
- Single-family = 3,510 to 3,810; and,
- Other residential = 546 to 602.

<b>Year</b>	<b>City of Ames/Planning Area</b>		<b>Story County</b>	
	<b>Low</b>	<b>High</b>	<b>Low</b>	<b>High</b>
<b>1990</b>	17200	17300	26847	26847
<b>1995</b>	18300	18500	29000	29800
<b>2000</b>	19000	19200	29900	30700
<b>2005</b>	19700	20000	30800	31600
<b>2010</b>	20400	20700	31700	32500
<b>2015</b>	21000	21500	32600	33400
<b>2020</b>	21700	22200	33600	34400
<b>2030</b>	25000	25800	35800	36600

**Land Use Projections.** There are currently 15,677 acres of land within the City limits, an increase from 1999 when there were 13,727 acres. A previous study<sup>10</sup> estimated there are approximately 240 net developable acres remaining in the City for residential development. This can accommodate housing for about 3,000 persons. This is insufficient to meet any but the lowest population projections for Ames within the current City limits.

~~Of the approximately 10,271 acres within the City of Ames currently, all but 1,096 acres of Agriculture and 250 acres of Vacant classification are permanently utilized. The remaining 13.1 percent is insufficient to meet growth projections for Ames. While some further intensification of existing land or land swap involving current ISU-controlled land may be feasible, additional land for projected growth through the year 2030 will come mostly from the approximate 43,837 acres of unincorporated land within the Planning Area. The unincorporated portion of the Planning Area has 34,226 acres of Agriculture and 757 acres of Vacant classification or a combined 79.8 percent of the total land that potentially can be utilized for more permanent or urban use.~~

~~An additional 3,000 to 3,500 gross acres of land are needed to meet projected growth of the City and the unincorporated portion of the Planning Area by the year 2030. The following are projections by type of land use. All projections involve gross acres, which means that they include requirements for future streets, utility easements, drainage, etc.~~

**Residential.** It is estimated that an additional Based on a projected population of 65,000 67,000 and an accompanying 25,000 25,800 housing units for the collective Planning Area, another 1,700 2,050 acres are required for residential growth. The projection assumes an average density of approximately 6 dwelling units per gross acre (approximately 4.5 dwelling units per net acre). 219 to 1,426 acres of land will be needed to accommodate the 2030 projected population. This projection does not include a residential market factor..

**Commercial.** Based on the projected population increase for the collective Planning Area, another 800 900 acres are required for commercial growth. The projection also assumes an increase in regional attraction. It is estimated that an additional 64 to 427 acres of land will be needed to accommodate the commercial needs to serve the projected population in 2030. This assumes that the current ratio of commercial acreage per capita is to be maintained in the future.

**Industrial.** Based on a projected manufacturing-related employment increase of 1,300 to 1,700 jobs for the collective Planning Area, another 300 to 375 acres are required for industrial growth. An additional 56 to 363 acres will be needed to accommodate the industrial needs to support a population predicted between the low and high estimates in 2030. This projection assumes that the current ratio of industrial acreage per capita is to be maintained in the future.

**Public.** Based on a projected government-related employment increase of 1,100 to 1,300 jobs for the collective Planning Area, another 125 to 175 acres are required for public use. The increase does not consider any change in Iowa State University land holdings. In order to accommodate the ISU, government, schools, and park and open space needs of the increased population, an increase of between 232 and 1,510 acres of land will need to be zoned for government purposes. Again, this assumes that the existing ratio of public lands to the population will be maintained.

<sup>10</sup> 2008 Analysis of the Costs and Development Possibilities of Growth Targeted to the Southwest, Northwest, and North, updated to reflect the recent annexation of Rose Prairie.



~~Parks/Open Space. Based on the projected population increase for the collective Planning Area and the City's recreation standards, another 400-450 acres are required for parks and open space.~~

**Table 4**  
**LAND USE PROJECTIONS**  
**City of Ames/Planning Area**  
**1994-2030**

	1994	2030	
		Low	High
<b>Residential</b>	9103	10800	11150
<b>Commercial</b>	732	1530	1630
<b>Industrial</b>	852	1150	1230
<b>Public</b>	5489	5620	5670
<b>Parks/Open Space</b>	1851	2250	2300
<b>Other</b>	36081	32785	32128
<b>TOTAL</b>	54108	54135	54108

## A NEW VISION

**A Change in Planning Policies.** Ames has reached a turning point with regard to its earlier planning policies. While previous efforts have guided development with reasonable success, the existing community has limited capacity for further growth. Competition is keen for remaining capacity. In seeking new resources, the community has expanded in several directions. Various obstacles have limited the extent of expansion. In maximizing the use of existing areas and seeking expansion areas, planning policies have treated both areas as though they are the same. In reality, existing and expansion areas for development are distinctly different, and it is the challenge of the next generation of planning to address their unique qualities. Planning must also address ways to integrate existing and new development in intensification areas.

There are several new precepts represented by the change in planning policies. The four precepts with the greatest significance include the following:

- ~~Targeting-Allowable~~ growth areas;
- Seeking more expansion areas while limiting intensification of existing areas;
- Addressing existing and new development areas differently; and,
- Providing connections for people, places and activities.

~~Targeting-Allowable~~ Growth Areas. Beginning in the late 1960's, north was the first major direction for expansion of Ames. Since then, additional expansion has occurred to the west and, more recently, to the south. Planning has been, in part, a response to this growth. In many cases, the provision of public infrastructure has followed the location decisions of private development as evidenced by the City's policy of paying for over-sizing of extension lines such as wastewater. Further information on the City's capital investment strategy and these "incentivized growth areas" can be found in Chapter 6-Implementation.

Under the new planning policies, growth ~~will be targeted~~ is allowed for specific areas based on the provision of public infrastructure in coordination with the release of land and support by the development community. ~~Within targeted areas, support for development is to be accelerated and more cost effective in attracting growth. Development within other areas may continue as is, only the public funding for infrastructure may be limited for supporting lower priority extensions.~~ outside these "allowable growth areas" will be permitted provided it is consistent with the Ames Urban Fringe Plan.

Seeking More Expansion Areas in Limiting Intensification of Existing Areas. Since about 1967, public policy has supported, on a selective basis, the intensification of older areas. The limited availability of developable land within the incorporated area has led to pressures for intensification. Contributing to the relatively landlocked pattern has been the presence of major institutions, major thoroughfare barriers and withholding of large private properties in key locations.

The new planning policies will incorporate the provision of additional areas for development. Provisions will include both expansion areas and removal of barriers to key locations within the present incorporated area. To the extent that additional areas are made available, the reliance on intensification of existing developed areas will be reduced; however, this does not totally preclude the need for intensification. In assuring vitality, the continuing intensification of existing areas shall be required on a selective and limited basis.

Addressing Existing and New Development Areas Differently. ~~The adoption of a new zoning ordinance in 2000 creates a~~ ~~Current zoning requirements make little~~ distinction between ~~their~~ ~~its~~ application in older existing areas and new development areas. ~~In reality, there~~ There are now distinct requirements for compatibility, parking and supporting facilities in older areas that differ from the requirements of newly developing areas.

The new planning policies identify three unique and distinct areas for development consideration. The three are identified as follows:

- Urban core;
- University-impacted; and,
- New lands

In recognizing the unique qualities of each, different planning objectives and implementation techniques are recommended for the three areas.

Providing Connections for People, Places and Activities. On the neighborhood level, traditional planning policies have favored mostly separation of residential areas from supporting uses such as convenience commercial and community facilities. Separation of these uses has encouraged more reliance on automobiles for daily types of activities.

On the community level, traditional planning policies have not provided appropriate public spaces for social interaction. There are also inadequate connections between existing public spaces, neighborhoods and other activity areas that are needed in creating a community-wide fabric.

The new planning policies stress provision of public spaces that are designed to encourage social interaction. The new policies also encourage the mixing of uses in new development to create a “village” concept involving closer proximity of uses and more pedestrian activities. These public spaces and villages are further connected in creating an integrated community and sense of place.