

CITY COUNCIL WORKSHOP

MAY 20, 2014

“IF YOU FAIL TO PLAN, YOU ARE PLANNING TO FAIL”
-BENJAMIN FRANKLIN

PLANS ARE WORTHLESS. PLANNING IS ESSENTIAL.
-DWIGHT D. EISENHOWER, GENERAL AND PRESIDENT

**“THE 20TH CENTURY WAS ABOUT GETTING AROUND. THE 21ST
CENTURY WILL BE ABOUT STAYING IN A PLACE WORTH STAYING IN.”**
-JIM KUNSTLER, AUTHOR

LAND USE POLICY PLAN OVERVIEW

Land Use Policy Plan Overview

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- **Purpose of Workshop**

- Council objective to examine the Land Use Policy Plan for relevance and effectiveness
 - ✦ Provide an overview of the Land Use Policy Plan to help inform the City Council on potential scope of updating the Land Use Policy Plan

Presentation Overview

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- ❑ Why a Comprehensive Plan
- ❑ Ames Land Use Policy Plan (LUPP) framework
- ❑ LUPP Building Blocks and assumptions
- ❑ What has occurred from 1997 to 2014
- ❑ What changed from original planning
- ❑ Points of contention and challenges
- ❑ What are other national planning issues and trends
- ❑ Next steps on scope of an update of the LUPP

Land Use Planning and Zoning

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- Land use controls are a basic Police Power
 - Promote Health, Safety, and General Welfare
- US Supreme Court recognized this authority in 1926
 - City of Euclid v. Amber Realty establishes zoning authority
 - Subject to Due Process requirements
- US Dept. of Commerce provided zoning and planning standards enabling acts for states in 1920s

Land Use Planning and Zoning

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- *Code of Iowa* Chapter 414 establishes city authority
 - Requires “comprehensive plan” as basis for regulations of zoning and buildings
- In Iowa, comprehensive plan has no defined range of mandatory requirements of adequacy
 - 2010 Smart Planning Act includes principles to be considered and information that may be included in a plan
 - Plan can scale to the approach and interests of individual city

- What does a good Comprehensive Plan Accomplish?
 - Planning is to further the welfare of people and their communities by creating convenient, equitable, healthful, efficient, and attractive environments for present and future generations-*emphasis added* -American Planning Association
 - Provides a “Blueprint” to the future, keeps current on community needs, not a record of where we have been

Land Use Planning and Zoning

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- Why do we have a Land Use Policy Plan in Ames
 - Fundamentally for “Quality of Life”
 - Establish community values and priorities
 - Protect public investment and property interests
 - Provide predictability for land use
 - Support economic development
 - Maintain community character and strategically adapt to change
 - Coordinate other City plans
 - ✦ Capital Improvement 5-yr Program
 - ✦ Parks and Recreation Master Plan
 - ✦ Public Facility Master Plans, e.g. water, sewer, fire, police, admin.
 - ✦ Regional Transportation Plan

Land Use Planning and Zoning

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- What does a Comprehensive Plan Include?
 - General guide to future development
 - Long range planning for future community interests
 - ✦ Vision, Goals, Policies, Objectives
 - ✦ Guide to physical elements and needs of a city
 - *circulation, types of uses, building types, parks, natural areas, utilities, etc.*
 - ✦ Future Land Use Map
 - ✦ Demographics and projections
 - ✦ Narrative discussion of issues
- A Comprehensive Plan is not for day-to-day administration
 - Zoning Standards
 - ✦ uses, permit process, development standards
 - ✦ based on local interests for use and character
 - Subdivision Standards
 - ✦ lot layout, street circulation, utility services
 - ✦ based on state codes for property descriptions and local interests for design
 - Building Codes Standards
 - ✦ building construction requirements, interior finish requirements, minimum safety standards
 - ✦ based on model codes as best practices with some local amendments

Land Use Policy Plan

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- City of Ames Comprehensive Plan is the Land Use Policy Plan (LUPP)
 - Ambitious planning horizon of 2030 (33 years)
 - Extensive community involvement in draft plan
 - ✦ Community outreach began in early 1993
 - ✦ Draft plan presented in 1996
 - ✦ Adopted in 1997
 - ✦ Dozens of amendments to land use map and text over 16 years

- Major Policy Updates and Studies Supporting or Amending the LUPP
 - Capital Investment Strategy 2008
 - Ames Urban Fringe Plan 2007
 - Allowable Growth Areas 2008 (Replaced Targeted Growth)
 - Northern Growth Area 2011
 - Industrial Land Study 2002
 - Commercial Land Study 2001
 - Planning Base Demographics and Projections 2011
 - Sub-Area Plans (multiple)

Land Use Policy Plan

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- “A New Vision” Basis of Plan (pg. 16) (Vision Statements pg. 124)
 - Allowable Growth Areas (formerly Targeting Growth)
 - Seeking more expansion areas while limiting intensification of existing areas
 - Addressing existing and new development areas differently
 - Providing connections for people, places, and activities
- Principles for guiding Goals:

#1 Planning and Management

#6 Housing Opportunities

#2 Developable Area Provisions

#7 Mobility and alternative transportation

#3 Environmental-friendliness

#8 Downtown as a central place

#4 Sense of Place and connectivity

#9 Economic expansion and diversification

#5 Cost-effectiveness and efficient growth

#10 Cultural heritage preservation

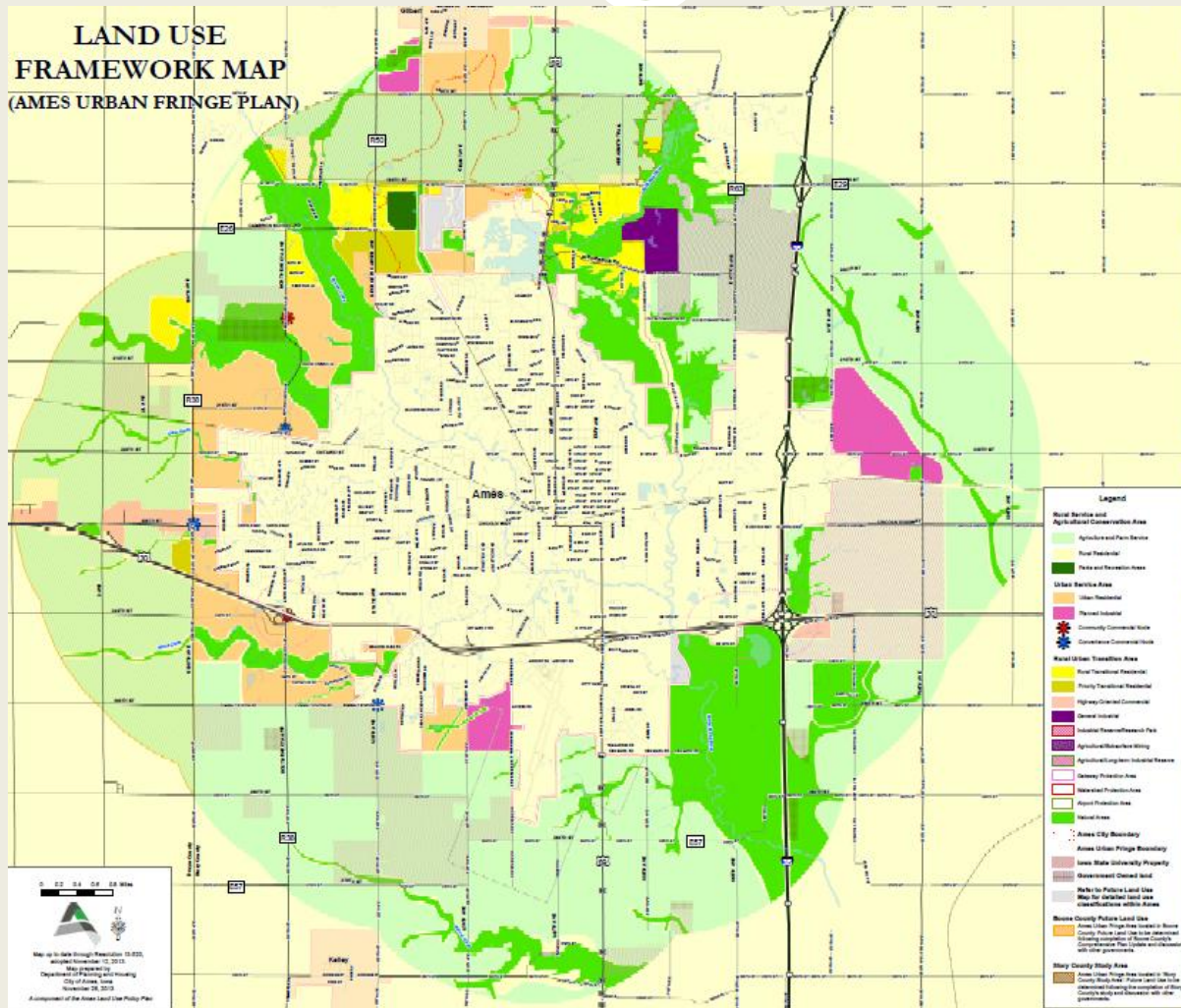
Land Use Policy Plan

- Divided into Six Chapters
 - Land Use-Chp. 2
 - Mobility-Chp. 3
 - Environmental-Chp. 4
 - Parks, Recreation, and Open Space-Chp. 5
 - Implementation-Chp. 6
- Each Chapter provides background and highlights of specific issues
- Often discusses “options” for policy issues (see Table of Contents)
 - Low-Moderate Income Housing
 - New Lands
 - Urban Core
 - Development Priorities
 - Community Entry

Fringe Plan Map

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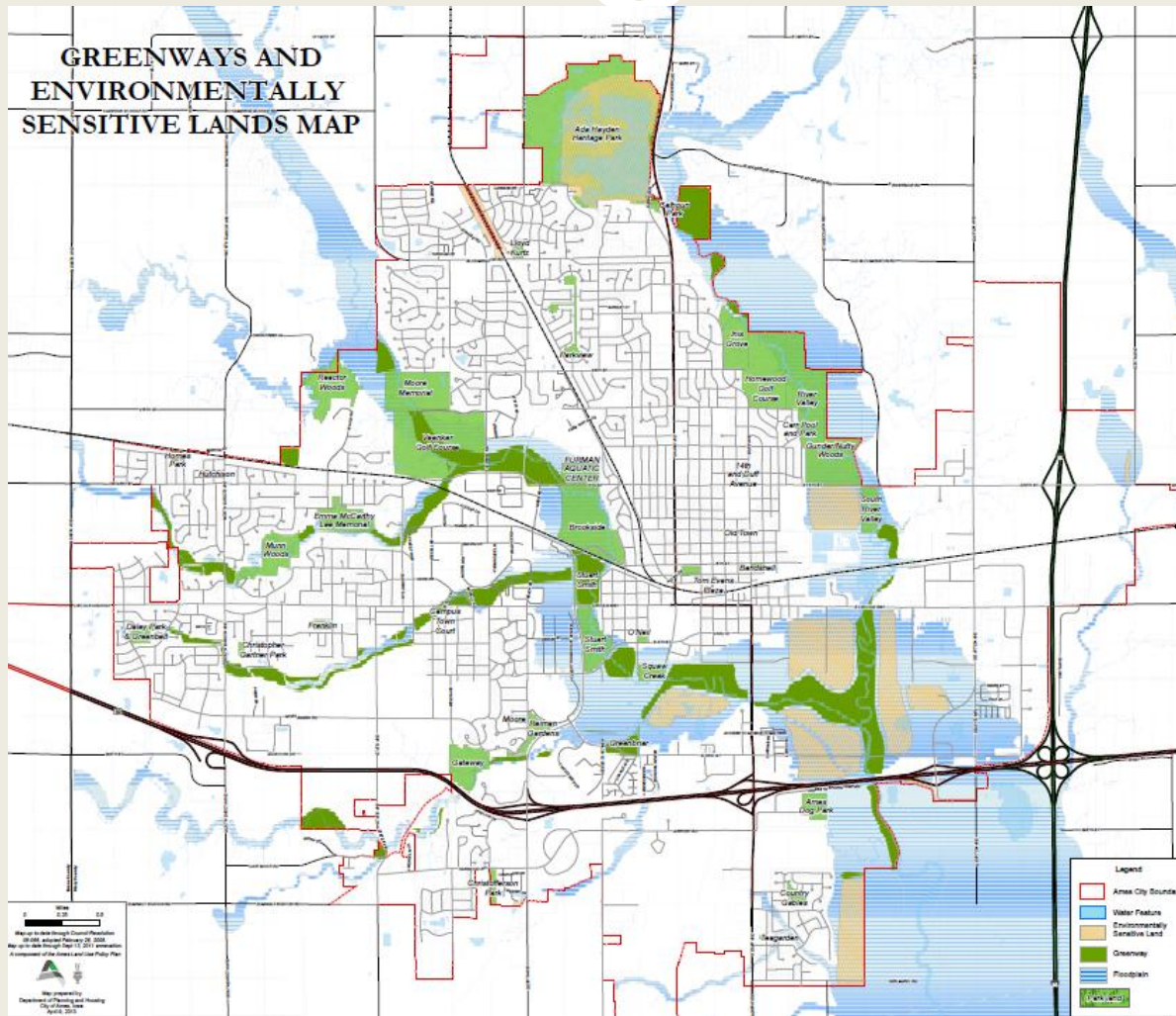
[Link to Full Size Map](#)



Overlay Map

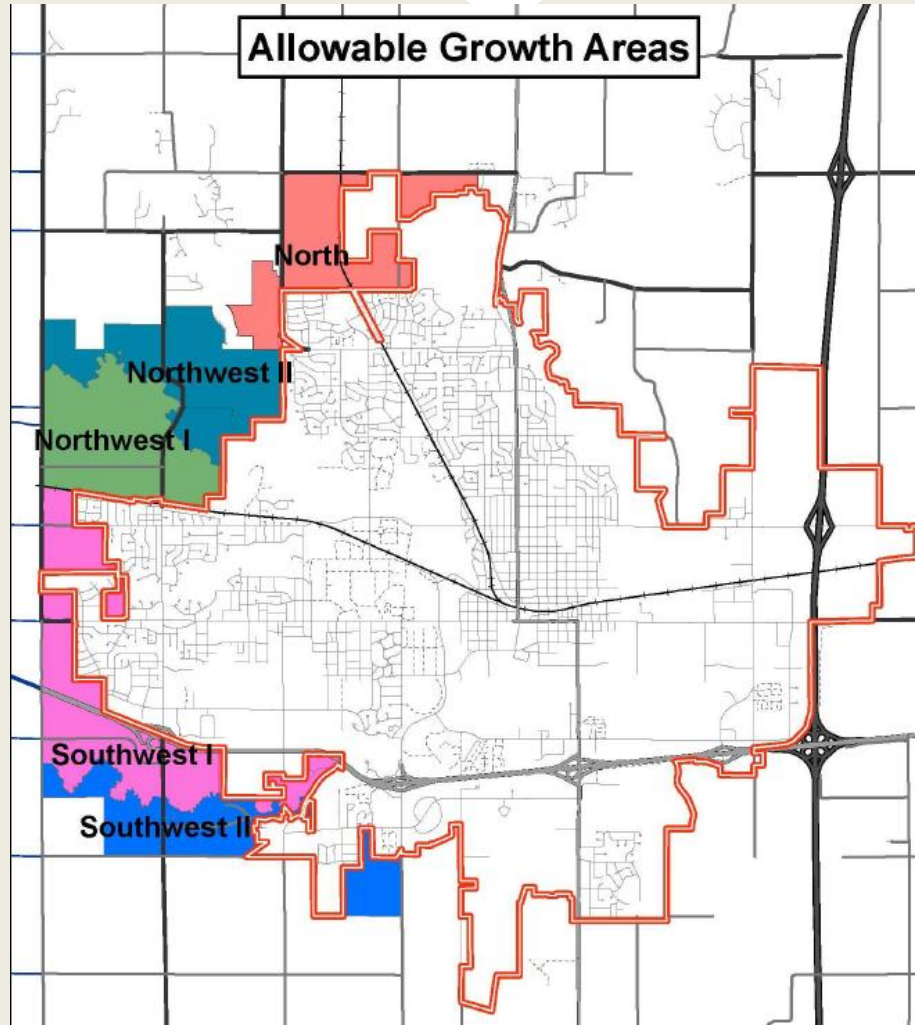
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[Link to Full Size Map](#)



Allowable Growth Areas

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Building Blocks of the LUPP

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The following are a short summation of major influences of the current LUPP, beyond the Goals...

- Village development preferred concept to implement Vision
 - New Urbanism principles, walkable, mix of uses, design focus
 - Sized between 40 and 160 acres (15 minute walk distance)
- Manage growth to reduce environmental impacts and city costs
 - Minimum density for New Lands, average of 5.6 units per acre
 - 3.75 units per net acre FS-RL zoning
 - 10 units per net acre for FS-RM zoning
- Allowable Growth Areas Southwest, Northwest, North
 - SW preferred as most logical extension and cost effective
 - Incentivized Growth Areas v. Non-incentivized developer obligation

Building Blocks of the LUPP

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- Management of the 2-Mile Fringe Planning Area
 - Ames Urban Fringe Plan
 - Subdivision authority
- Select infill opportunities to avoid most neighborhoods
 - Campustown
 - Downtown
 - South of Lincoln Mixed-Use District
- Environmental stewardship
 - Stormwater runoff management
 - Norris Study of natural resources
 - Conserve high value farm land in Fringe Area

Building Blocks of the LUPP

- **Mobility Chapter focus on thoroughfares**
 - Level of Service “C” is target operation level
 - Ames is now part of Metropolitan Planning Organization (MPO) and includes regional transportation planning within MPO activities with Regional Transportation Plan (RTP)
 - RTP requires 5 yr updates on reasonable projections of growth and development
- **Open Space and Parks access at neighborhood and community scale**

Building Blocks of the LUPP

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- Planning assumptions for growth through 2030
 - Population of Ames in 1997= 48,238/Story Co.=74,922
 - 1997 projection of target population for 2030:
 - ✦ Ames- 59,600 (65,000 within 2 mile planning area)
 - ✦ Story Co.- 93,800
 - ✦ ISU enrollment stabilized at 1997 levels (\approx 26,000 students)
- Assumptions did not hold, City grew at faster pace...
 - ✦ Ames 2010- 58,965
 - ✦ Story Co. 2010- 89,542
 - ✦ ISU Enrollment 2013- 33,241
 - Planning base updated in 2011 with Census 2010 data, no policy changes

Building Blocks of the LUPP

- **Current Projections of Population Growth** (pg. 12)
 - Ames 2012 population estimate is 60,634
 - ISU 2013 enrollment is approximately 33,400; projects to 35k
 - For “flat enrollment” assumption, 2011 levels of 29,887

Excerpt from Page 12 of LUPP	Ames in 2030	Story Co. in 2030	Iowa in 2030
Forecast Model 1 (1997-2010)	72,771	108,898	3,284,066
Forecast Model 2 (1950-2010)	70,895	104,737	3,117,598
Forecast Model 3 (Ames and ISU growing: 1997-2010)	67,107		
Forecast Model 4 (Ames growing and ISU flat: 1997-2010)	61,270		
Forecast Model 5 (Ames and ISU growing: 1950-2010)	64,347	n/a	n/a
Forecast Model 6 (Ames growing and ISU flat: 1950-2010)	62,266	n/a	n/a
Forecast Model 7 (Woods and Poole, Story Co. based)	70,218	103,737	3,327,270

Building Blocks of the LUPP

- Population projections informed expected land and housing type needs
 - Analysis of available land capacity from 2008 Allowable Growth Areas study (pg. 13)
- LUPP concludes with development of the Growth Areas there is a comfortable supply of land to meet Population forecasts
- Shows growth could be accommodated, however it was accommodate through alternative means without Growth Areas

Ames population 2010	58,965
Population Capacity for growth inside city limits 2008	3,000
Capacity for growth within North Allowable Growth Area	3,000
Capacity for growth within Northwest Allowable Growth Area	8,995
Capacity for growth within Southwest Allowable Growth Area	9,375
Total Population of existing City and Fringe Area at total buildout	83,372

Building Blocks of the LUPP

- Housing Units Projections to 2030 (pg. 14 LUPP)
 - Housing need of 1,785 to 7,134 units based upon low and high forecasts
 - ✦ Assumes no change in ISU on-campus housing capacity

	2009 Housing Units	2030 Housing Units Low	2030 Housing Units High	2030 Additional Needed Low	2030 Additional Needed High
Total Units	22,003	23,788	29,137	1,785	7,134
1-unit, detached	8,654	9,356	11,460	702	2,806
1-unit, attached	1,485	1,605	1,961	120	481
2 units	1,128	1,220	1,494	92	366
3 or 4 units	957	1,035	1,267	78	310
5 to 9 units	1,841	1,990	2,438	149	597
10-19 units	3,167	3,424	4,194	257	1,027
20 or more units	4,078	4,409	5,400	331	1,322
Mobile home	693	749	918	56	225

* Major assumption that housing mix and percentages will not change from 2009 for future

- The high forecast housing unit needs fit with the 2008 assessment for capacity of Allowable Growth Areas

What Occurred in 16 years?

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Private Development changes from past 16 years:

- Allowable Growth Areas yet to be fully developed
- Sommerset Village near completion
- Major residential developments near completion:
 - Ringgenberg, Northridge Heights, and Sunset Ridge
- Rural subdivision of “large lots” occurring to the NW,NE
- Campustown redevelopment with mixed-use buildings
- Mortenson/South Dakota corridor cemented as node of multi-family housing concentration
- Community Industrial Park Area Expansion (South Bell)
- ISU Research Park Expansion
- North Grand Mall survived, 13th Street regional mall stalled
- S. Duff Avenue maturation as primary retail strip commercial development

What Occurred in 16 years

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Public Investments from past 16 years:

- North and West Water Towers
- Reinvestment in Main Street
 - Façade Program
 - Streetscape
- ADA Hayden Park
- Furman Aquatics Center
- CyRide fleet and service increases
- North Grand connects to 3rd Street
- South Dakota/HWY 30 interchange
- Dayton/HWY 30 interchange
- Multi-modal transit center
- Library Expansion
- Electric Transmission Tie-Line

What Changed Beyond Development?

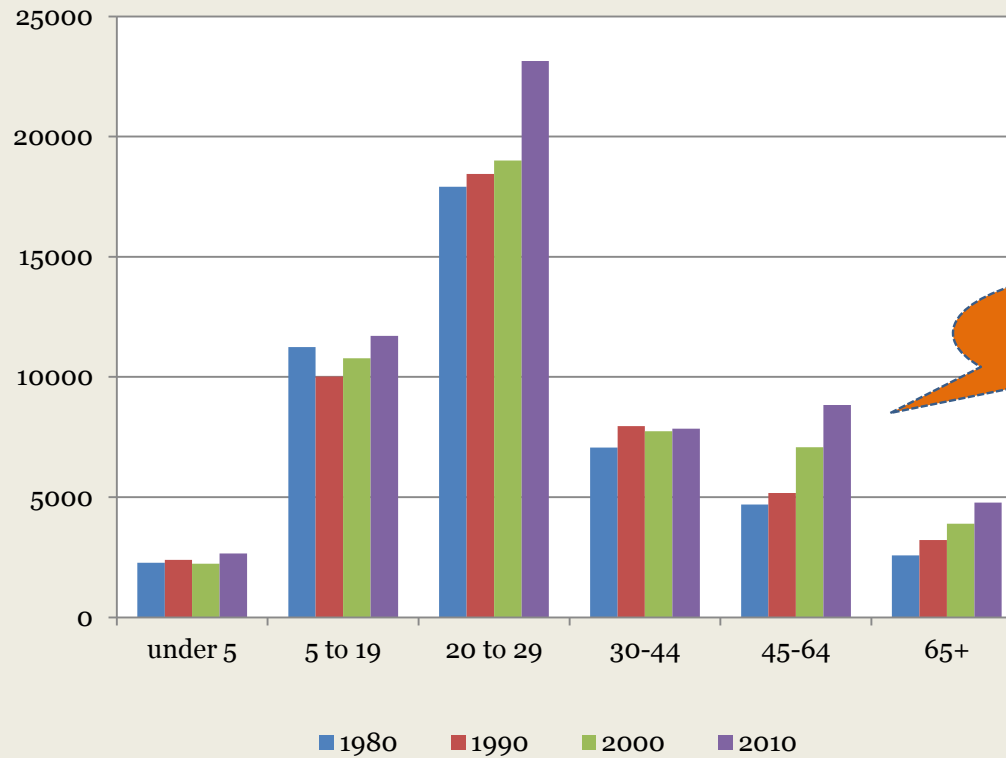
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- **2008 Recession**
 - 3 years of low housing production
 - Contributed to ISU enrollment increases
- **Public school enrollment increased for Gilbert and remained about the same for Ames**
- **ISU Enrollment up 28% to over 33,000 students**
- **Demographic change**
 - Total population grew by 25%, compared to 4% for Iowa, 20% for Story County
 - School children under 17 population flat to slightly up, significantly less percentage of overall population
 - Significant growth in older adult populations with aging of Baby Boomer generation
 - More ethnic diversity

What Changed?

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Population Totals

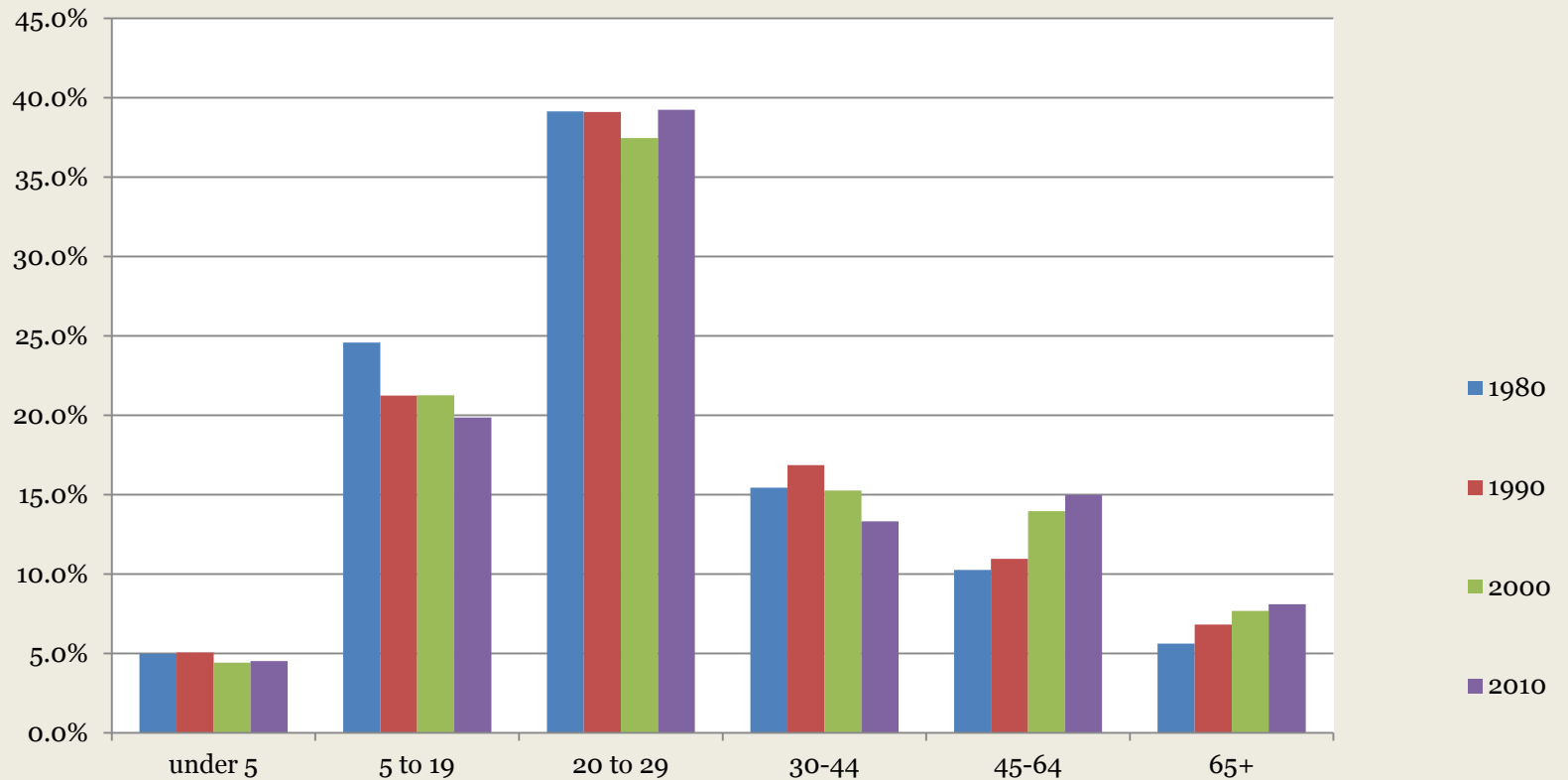


Note increase
in older adults

What Changed?

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Population Percentages of Total



What Changed since 1997?

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A Comprehensive Plan can not predict everything, cultural and society changes, some things remain the same

- Information age and global economy was in its infancy in 1997
- Economic change that may affect future trends
 - Ames median Family income increased from \$56,000 to \$79,000 (2012 ACS, Census 2000)
 - Gas prices 1997 \$1.20 a gallon vs. 2014 \$3.49 (peak in 2013 \$4.00/gallon)
 - Minimum wage 1997 of \$5.15 and hour vs. 2014 \$7.25
 - Point-Click-Buy (E-Commerce)
 - 2008 Recession's affect on value and perception of homeownership
 - Bushel of Corn 1997 \$2.43 (negative return); peak 2012 \$7.50 (high positive return); 2014 contract \$4.50 (break even/slight positive)
- Technology and Communication Milestones, access to information
 - Cell Phone Ownership 40% in 1997; by 2014 90+% cell phone and 1/3 of households have no landline phone
 - Facebook 2005, tipping point of social media as part of everyday life, constant communication
 - Iphone introduced in 2007
 - Ipad introduced in 2010

Points of Contention/Challenges

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The following is an anecdotal assessment by staff of questions or concerns that are commonly heard or experienced

- Language provides something for everyone, allow for broad interpretation without priorities
 - Note this is an inherent issue in many plans as a general long range planning document
- Lack of interest in Villages, Floating Suburban is alternative choice yet the primary development type
 - Structure of plan is clear preference of Villages
- Infill interests vs. neighborhood protection
 - Competing interests for access to streets, transit, commercial vs. changing uses on edges of neighborhoods.
 - Expansion of existing or new higher density housing difficult to accommodate, causes pressure to expand to outskirts and change other land uses to residential
- Housing needs for all types of housing
 - Changing demographics and fast pace of population growth
 - No higher density land available
- Student Housing Development
 - Mobility priorities for CyRide, cars, pedestrians, bicyclists
 - Campustown redevelopment relies on City incentives

Points of Contention/Challenges

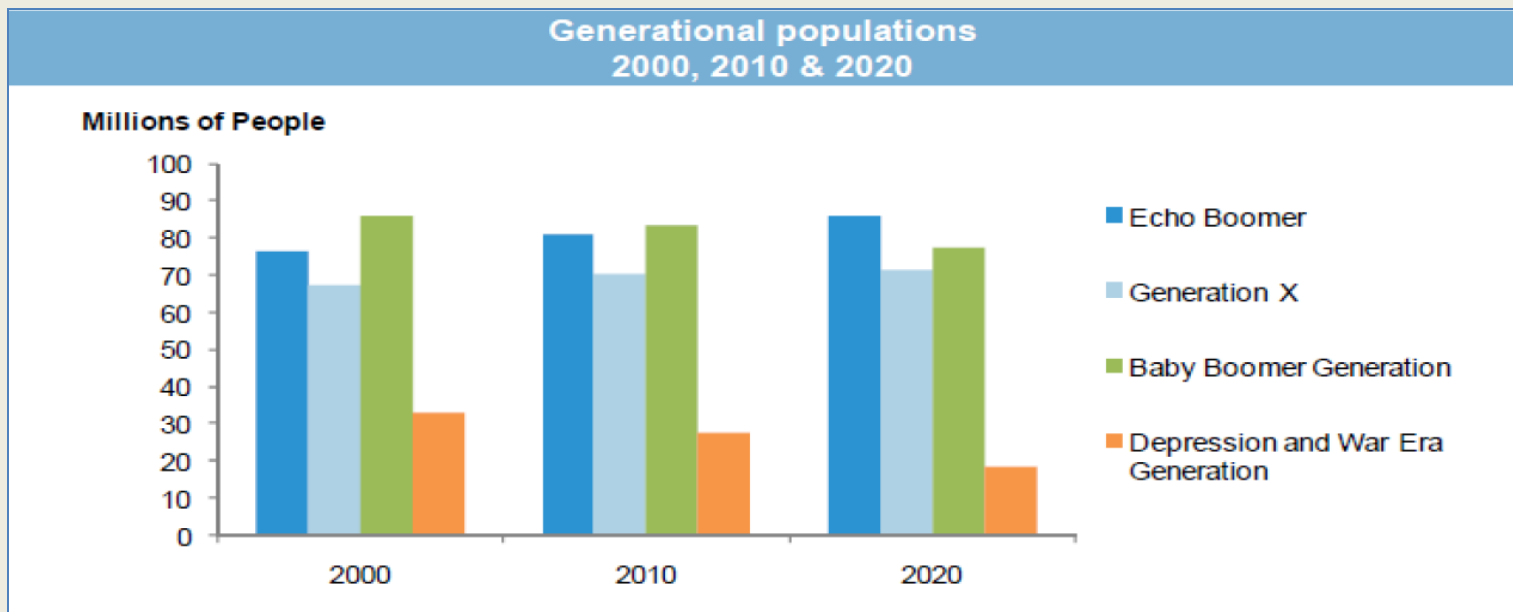
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- Annexation policy and interest in rural large lot subdivisions
 - Interest continues in doing rural development now versus wait for annexation, ability to build below 3.75 units/acre
- Allowable Growth Area development
 - SW and NW largely untouched, cost of sewer and street extensions may be factor
- Environmental protection goals and interests
 - No direction regarding what can be done within Greenways, Environmentally Sensitive Overlay
- Infrastructure planning and public service costs
 - CyRide capacity
 - Regional Transportation Plan (RTP) coordination
 - Significant roadway expansion costs
 - Adapt existing right-of-way to accommodate alternative modes of transportation
- Commercial retail development opportunities are more limited by internet and regional competition
- Unlocking Lincoln Way Corridor's potential for redevelopment of commercial and residential uses

National Trends in Planning

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- Biggest future influence is the coming of age of Generation Y/Millennials /Echo Boomers
 - Population surpasses the Baby Boomers
 - They are the new highly skilled workforce for the economy



National Trends in Planning

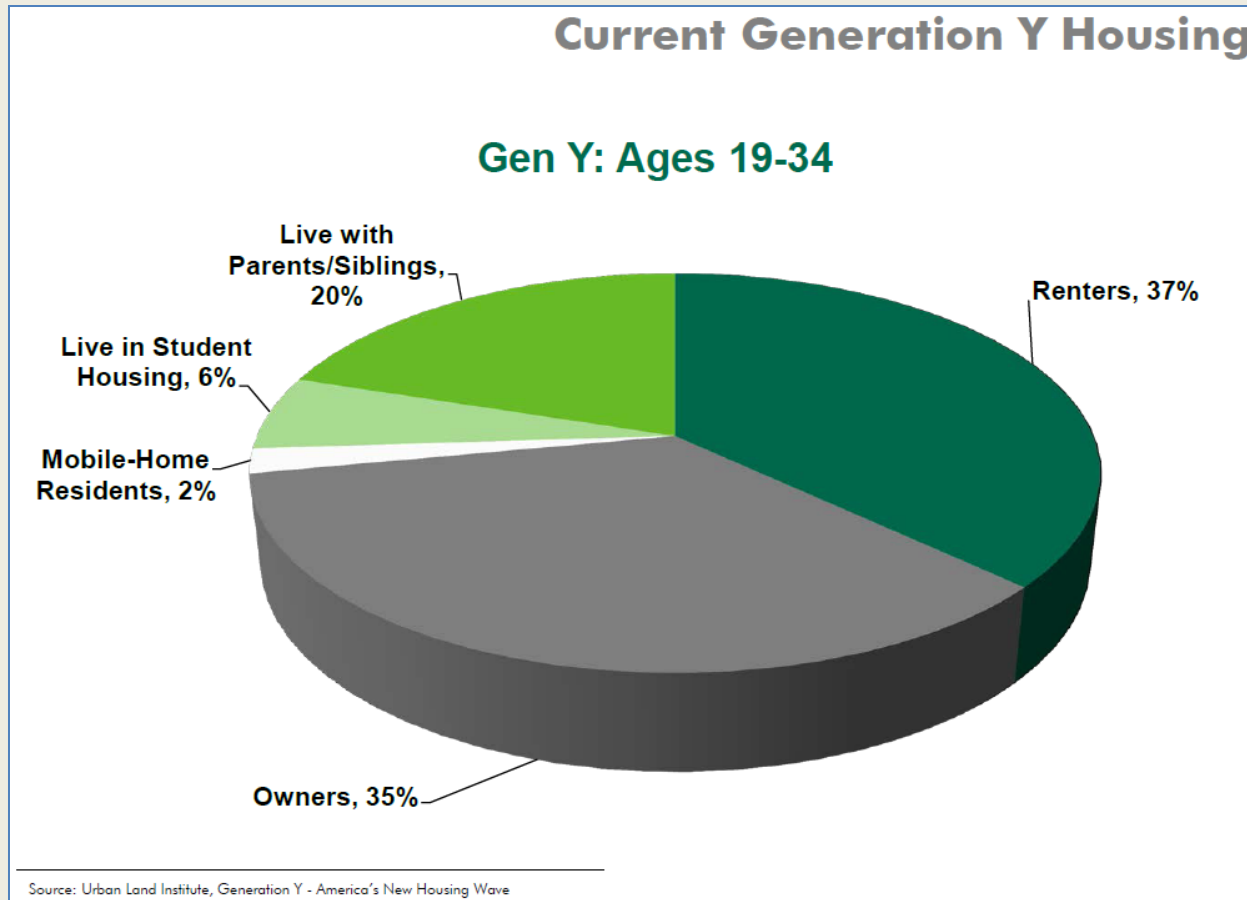
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- Generation Y/Millennials /Echo Boomers
 - Projected effects on households types and size,
 - ✦ More single persons, delay family formation, lower birth rate and smaller family sizes
 - ✦ However, no one can predict preferences when they age to mid 30s
 - Burdened with significant debt out of college, less to spend on housing
 - Preferences in housing choices to be “urban”, enjoy experiences
 - ✦ Choosing to not rely upon an automobile if possible when picking a location
 - Smaller homes desirable, with amenities (turnkey lifestyle)
 - Social consciousness and awareness in consumer choice

National Trends in Planning

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- Generation Y/Millennials /Echo Boomers



National Trends in Planning

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The following is a list of topics of interest nationally, may or may not affect planning for Ames's future

- How to compete in the changing economic climate
 - Employers locating where there is talent, rather than talent migrating to employers (Generation Y influence about workforce participation)
 - What is the future of commercial retail in age of e-commerce
 - ✦ Drone deliveries to your home?
- Creating High Quality and Interesting Places
 - Focus on quality, experience, “third places” that are lively and attract interest
 - What to do between work and home
- Digital Age and Communication
- Sustaining Government Services

National Trends in Planning

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- Coordination of Land Use with Transportation Investment
 - Walkscores for neighborhoods (connections and access to destination with 5 to 15 minutes walks)
 - Promote options, equality in mode choice and alternatives to vehicles
 - Consider transportation costs plus mortgage cost in purchase of homes
- Integrate planning with public health and wellness
 - Estimate that environment and behavior are 70% of health determinants
- Resiliency to Emergency and Hazards
- Affordable housing needs for low income continue to grow in choice, quality, and cost
- Local government is responsible for greater share of transportation costs for new investments and maintaining infrastructure

Next Steps

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- Additional Questions/Comments
- What are the Council concerns/interests, for example:
 - Are their significant challenges with the plan?
 - Are their gaps in the plan?
 - Are there new issues that may affect the plan?
- Discuss scope of a LUPP Update
 - Major overhaul, extensive outreach
 - Reshape Goals and Policies
 - Repackage and clarify plan
 - Minor changes to specific text of the plan, no major repackage or rewrite
- June 17, 2014 Workshop for further discussion and response to questions