

CITY OF AMES

# **LINCOLN WAY**

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## **CORRIDOR PLAN**

# **City Council Update: Existing Conditions Presentation**

**April 19, 2016**

# Today's Discussions

- ▶ **Process Update**
- ▶ **Planning Influences**
- ▶ **Presentation of Key Issues**

# Corridor Planning Process

- ▶ **10-month Process**
- ▶ **Comprehensive Outreach**
- ▶ **General Corridor-wide Framework**
- ▶ **Focus Area Plans**
- ▶ **Development Prototypes**



# Corridor Planning Process

## ▶ January 2016

- ▶ Project kick-off
- ▶ Field Reconnaissance
- ▶ Data collection

## ▶ February 2016

- ▶ Community Workshops
- ▶ Stakeholder Interviews
- ▶ Project Website Launched

## ▶ February-April 2016

- ▶ Data and Market Analysis



CITY OF AMES

# **LINCOLN WAY**

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# **CORRIDOR PLAN**

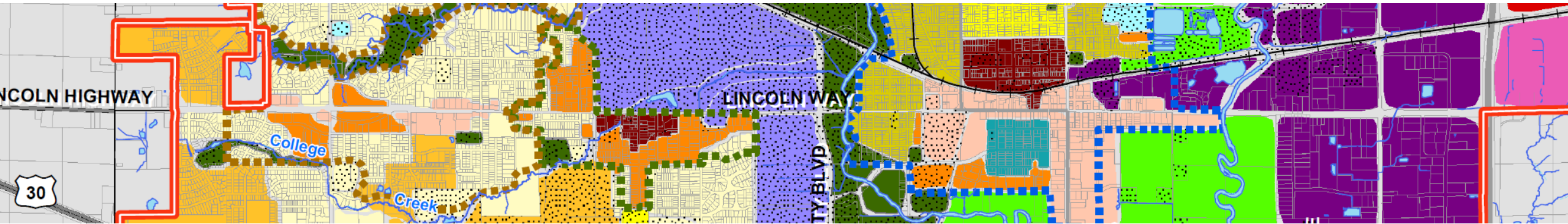
## **Planning Influences**

# Planning Influences

- ▶ **Past Plans & Studies**
- ▶ **Community Outreach**
- ▶ **Staff Discussions**
- ▶ **Data Collection & Analysis**
- ▶ **Field Reconnaissance**

# Past Plans & Studies

## ► Land Use Policy Plan



- Planned and managed growth
- Increased housing opportunities
- “Environmentally-friendly” growth
- Unique sense of place
- Cost-effective growth
- Multi-modal mobility through land use management
- Economic diversity
- Cultural heritage

# Past Plans & Studies

## ► Ames Mobility 2040 Long Range Transportation Plan (2015)

### ► Roadway Improvements



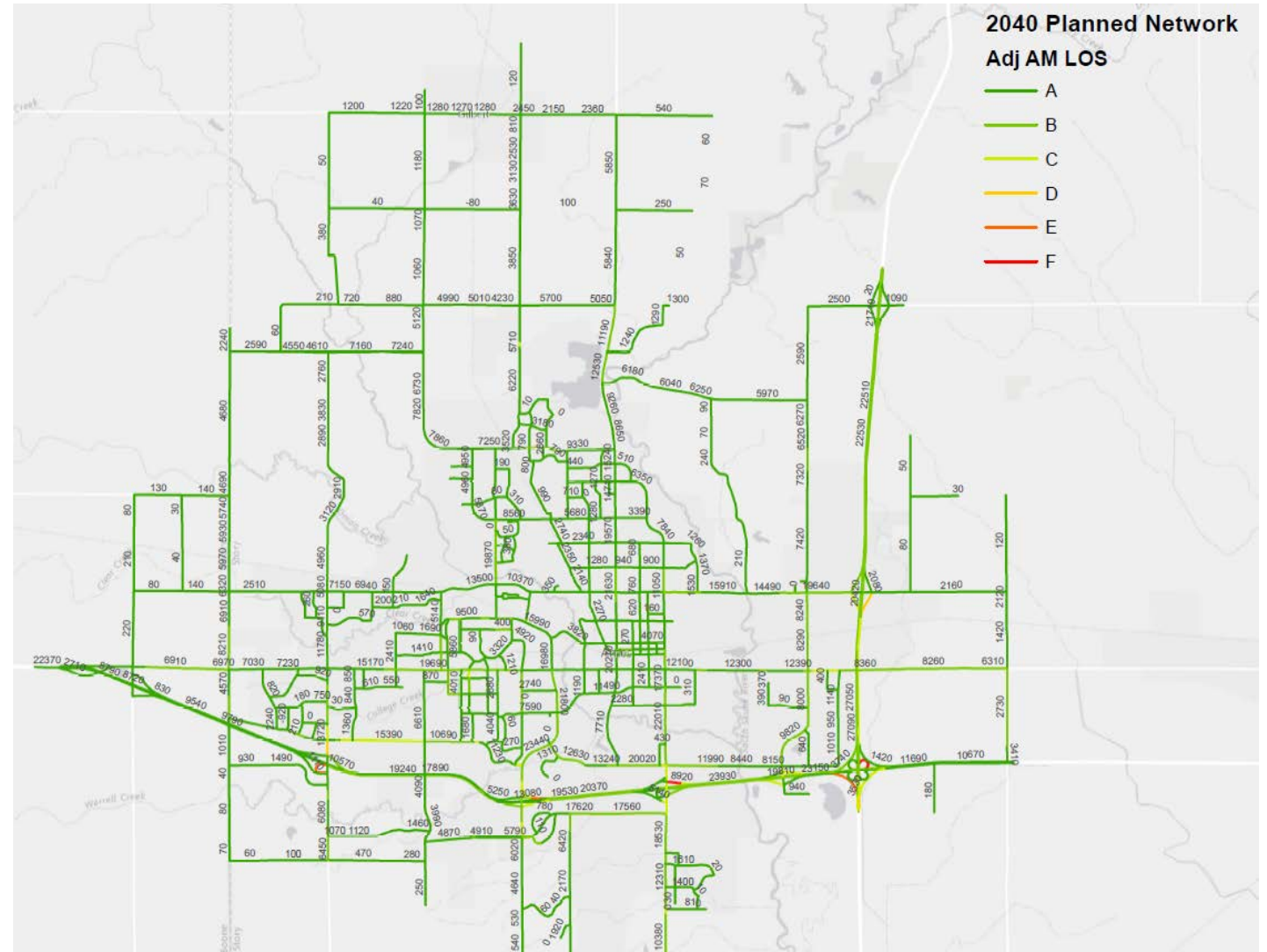
### ► Bicycle/Pedestrian Improvements





# Past Plans & Studies

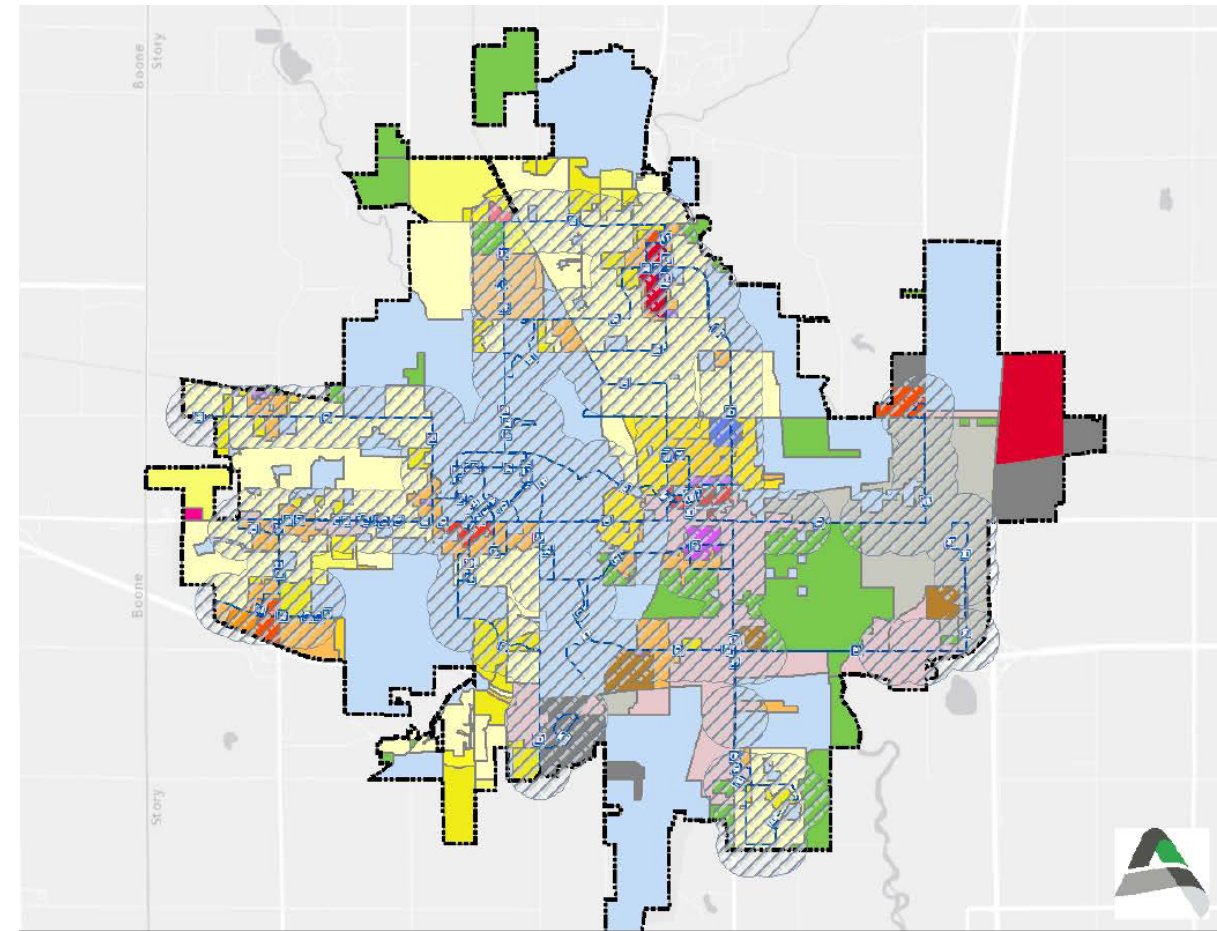
- ▶ **Lincoln Way “Road Diet” Analysis (Informal)**
  - ▶ **Assesses the viability of a 3-lane cross-section**
  - ▶ **Does not eliminate the concept as infeasible**



# Past Plans & Studies

## ▶ Ames Area MPO 2015-2019 Passenger Transportation Plan (2015)

- ▶ Describes current multi-modal mobility
- ▶ Identifies needed improvements to infrastructure, vehicles, and maintenance
- ▶ Calls out funding opportunities

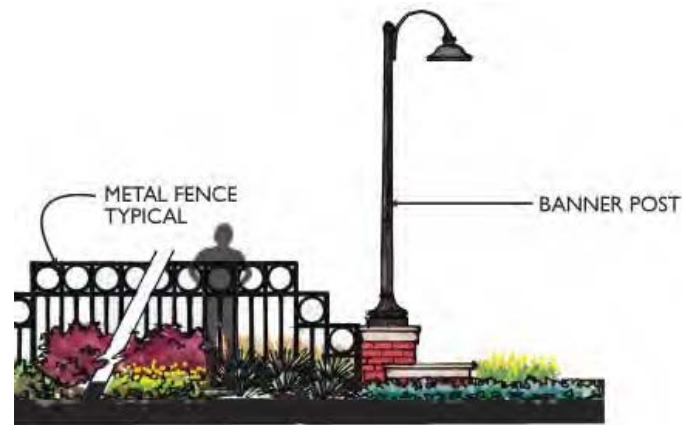


**Legend**

	Zoning District
	Transit Coverage (415)
	Transit Stop
	Agriculture
	Residential
	Commercial
	Industrial
	Special Purpose
	Countywide General Use (CGU)
	Countywide Office (CO)
	Countywide Retail (CR)
	Countywide Mixed-Use (CMU)
	Countywide Medium Density (CMD)
	Countywide Low Density (CLD)
	Countywide Very Low Density (CLV)
	Countywide Single-Family Residential (SFR)
	Countywide Multi-Family Residential (MFR)
	Countywide Medium Density Residential (MDR)
	Countywide Low Density Residential (LDR)
	Countywide Very Low Density Residential (VLD)
	Countywide Single-Family Residential (SFR)
	Countywide Multi-Family Residential (MFR)
	Countywide Medium Density Residential (MDR)
	Countywide Low Density Residential (LDR)
	Countywide Very Low Density Residential (VLD)

# Past Plans & Studies

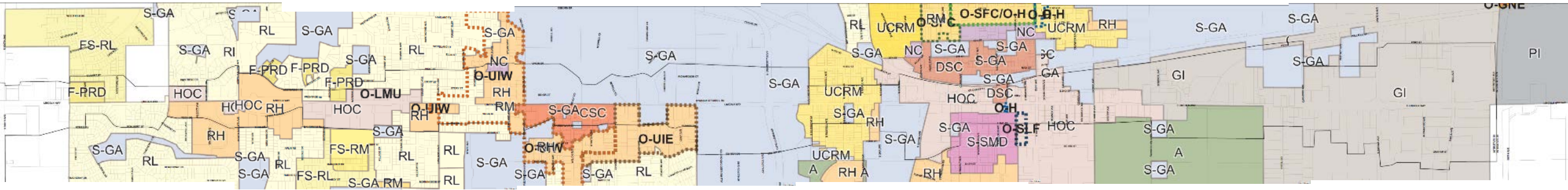
- ▶ **Lincoln Way Median Study**
  - ▶ Includes median, crossing and decorative streetscaping concept between Sheldon and Beach
  - ▶ Identifies potential pedestrian crossing improvement locations





# Past Plans & Studies

## ► Current Development Regulations



- **Agricultural district**
- **Four residential districts**
- **Three commercial districts**
- **Two industrial districts**
- **Two special purpose districts**
- **Seven overlay or floating districts**

# Community Outreach

- ▶ **Community Workshop: 35 attendees**
- ▶ **Business Workshop: 45 attendees**
- ▶ **Neighborhood Workshop: 40 attendees**
- ▶ **Stakeholder Interviews: 9 people**
- ▶ **Online Questionnaires:**
  - ▶ **336 Residents**
  - ▶ **18 Businesses**
- ▶ **sMap: 8 maps with 40 points**



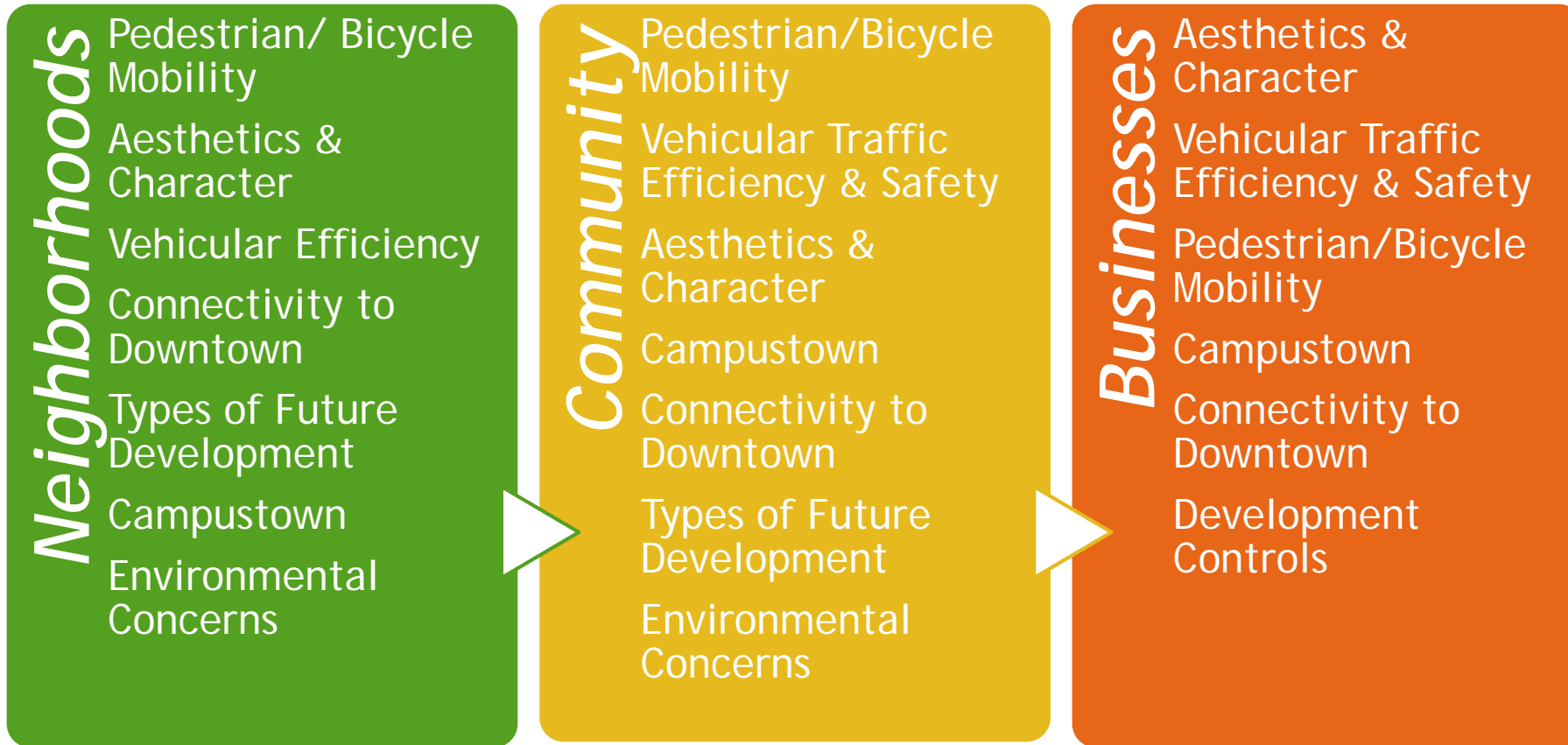
# Community Outreach

- ▶ **Community Workshop: 35 attendees**
- ▶ **Business Workshop: 45 attendees**
- ▶ **Neighborhood Workshop: 40 attendees**
- ▶ **Stakeholder Interviews: 9 people**
- ▶ **Online Questionnaires:**
  - ▶ **336 Residents**
  - ▶ **18 Businesses**
- ▶ **sMap: 8 maps with 40 points**





# Workshop Results: Priority Issues



# Workshop Results: Key Actions

## Neighborhoods

- Pedestrian Bridge or tunnel at Campustown
- Change zoning to performance based code
- Create a cohesive look for the corridor
- Continuous bike path
- Remove parking near campustown
- Façade improvements program in Campustown

## Community

- Welcoming east & west gateways
- Median improvements
- Complete streets plan corridor wide
- Alternative pedestrian crossings in campustown
- Upgrade traffic signals to smart tech
- Left-turn signals at all intersections
- More bus turnouts

## Businesses

- Beautify and make the corridor safer
- Landscaping and better signage between ISU & City of Ames
- Promote historical aspects of Lincoln Way corridor
- Unified and simplified zoning
- Enhance corridor between ISU and Downtown
- Incentives for redevelopment in blighted residential areas



# Workshop Results: Valued Assets

## Neighborhoods

- Iowa State University
- Intellectual resources
- Diversity of façade
- Historical Significance
- Gateway potential
- Main arterial route for east-west travel
- Variety of land uses
- Mix of student housing
- Distinct neighborhoods and business districts

## Community

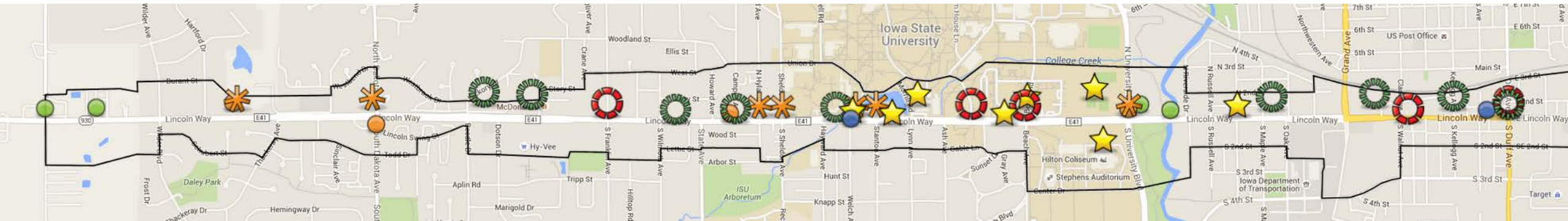
- Traffic is well controlled on Lincoln Way compared to 4<sup>th</sup> Street
- Variety. Many local businesses
- Easy access from Highway
- Good connection between diverse areas of town
- One of the few places that brings students and residents together
- Area of primary activity for the City

## Businesses

- Good business environment
- Primary face to visitors and residents alike
- Visibility
- Strongly connects ISU, Downtown, and Campustown
- Willingness to redevelop
- Consistency of old businesses and community names
- Iconic
- High use area for pedestrians and vehicles

# Web-based Public Input: sMap

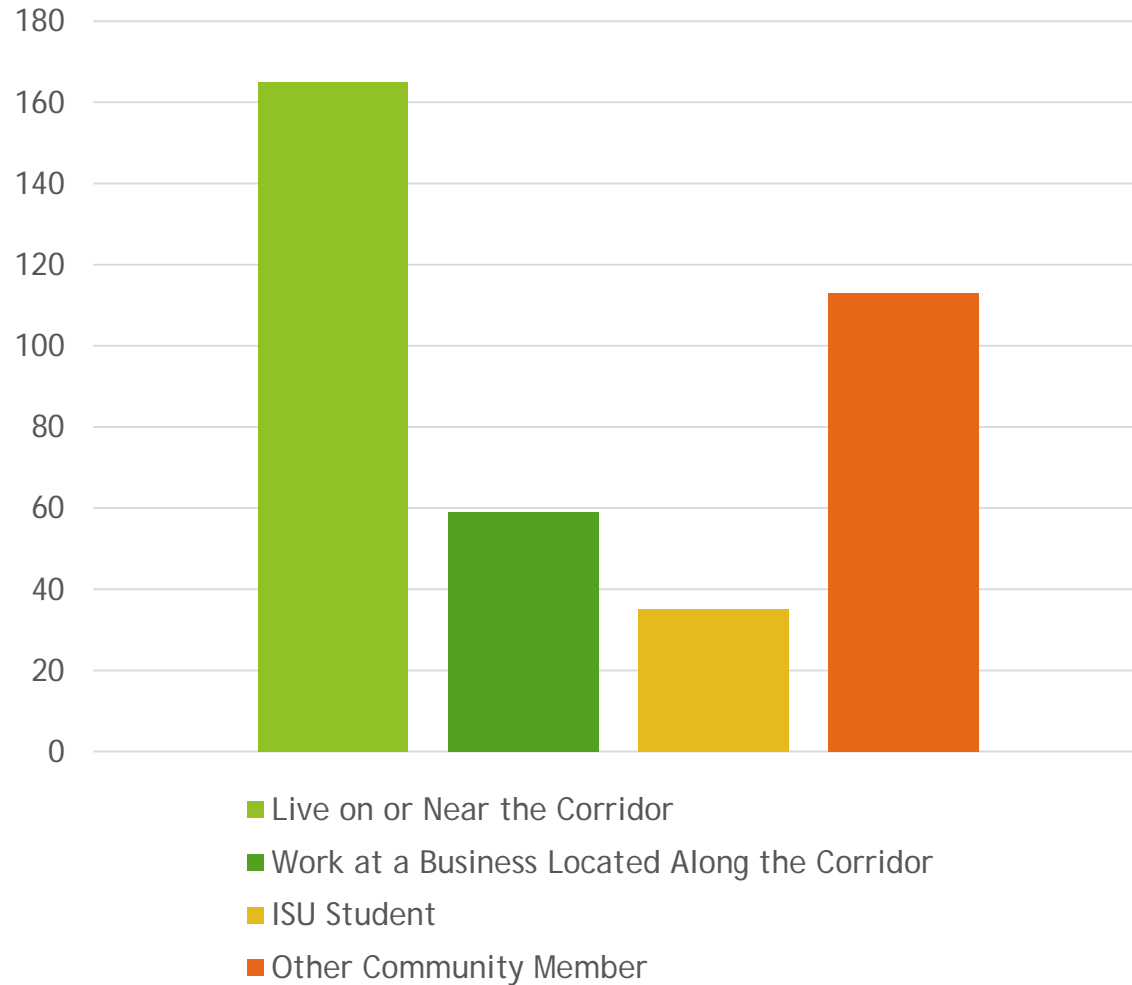
► 8 maps, 40 data points



-  **Community Assets**
-  **Development Priority Sites**
-  **Problematic Intersections**
-  **Public Safety Concerns**
-  **Desired Uses/Developments**
-  **Areas of Poor Appearance**
-  **Potential Bike/Pedestrian Improvements**

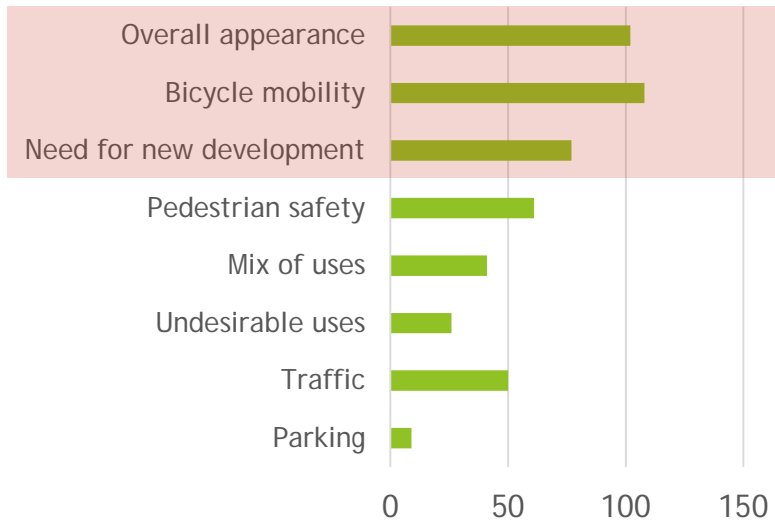
# Web-based Public Input: Residential Questionnaire

Respondents Relationship to the Corridor

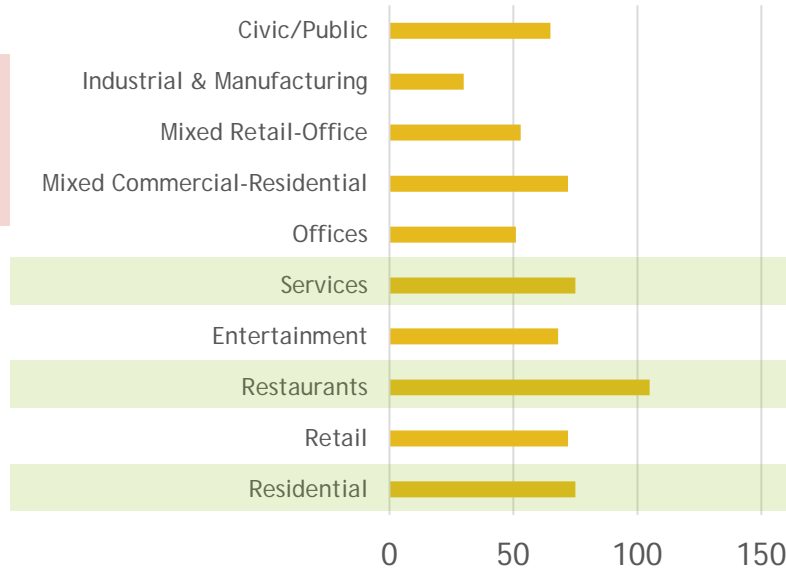


# Web-based Public Input: Residential Questionnaire

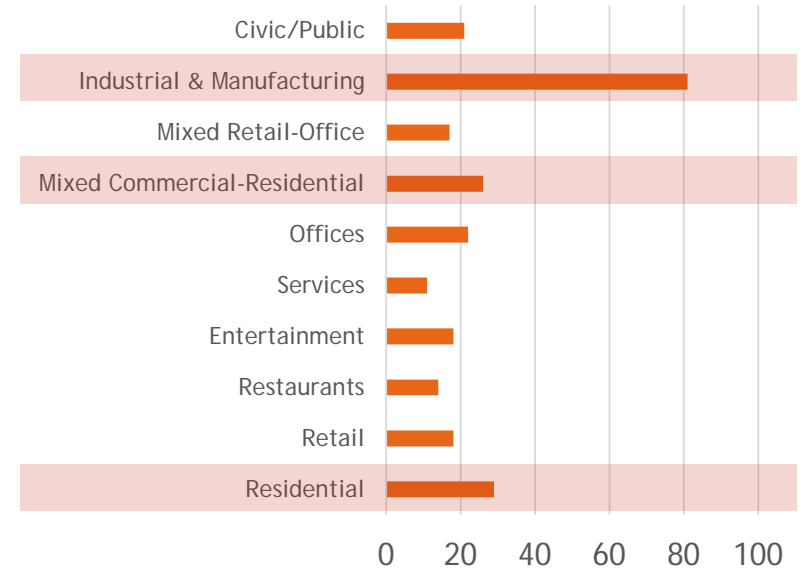
## Most important issues facing the Corridor at West Gateway



## West Gateway Desired Uses

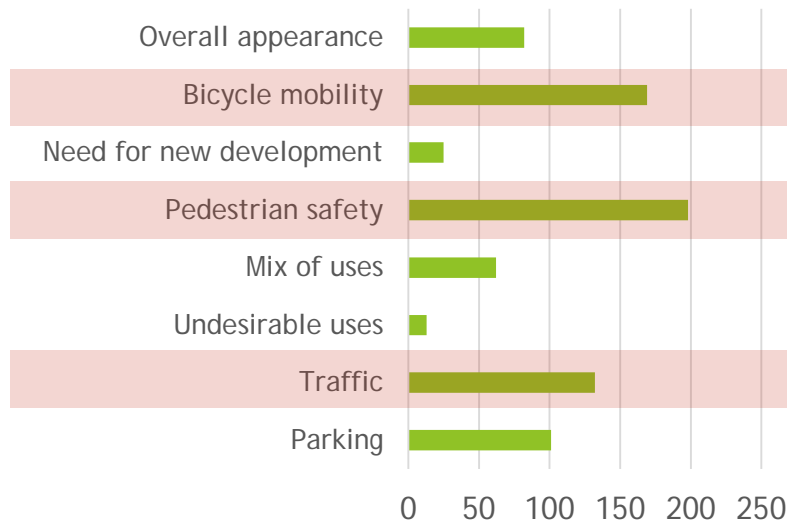


## West Gateway Undesired Uses

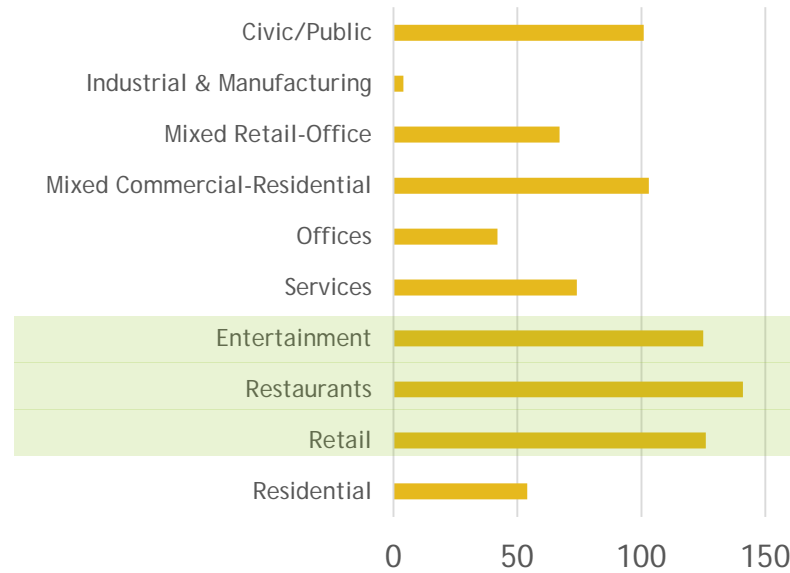


# Web-based Public Input: Residential Questionnaire

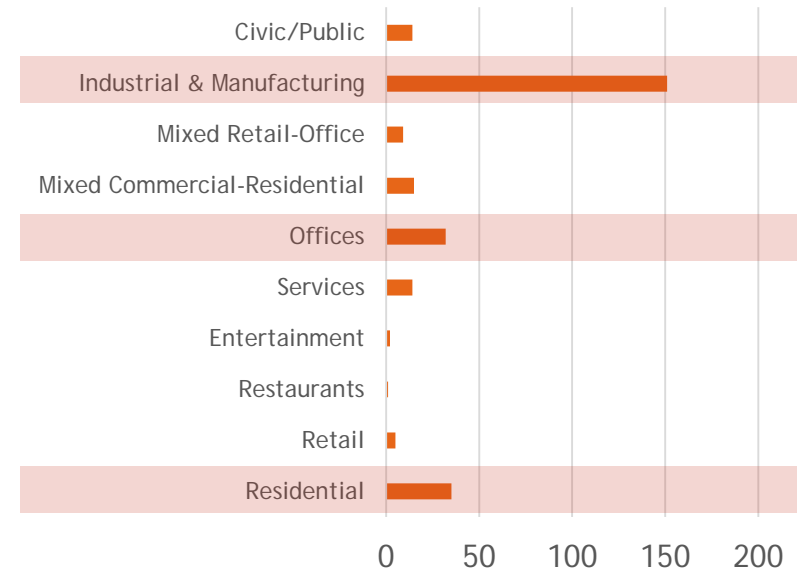
## Most important issues facing the Corridor at Campustown



## Campustown Desired Uses

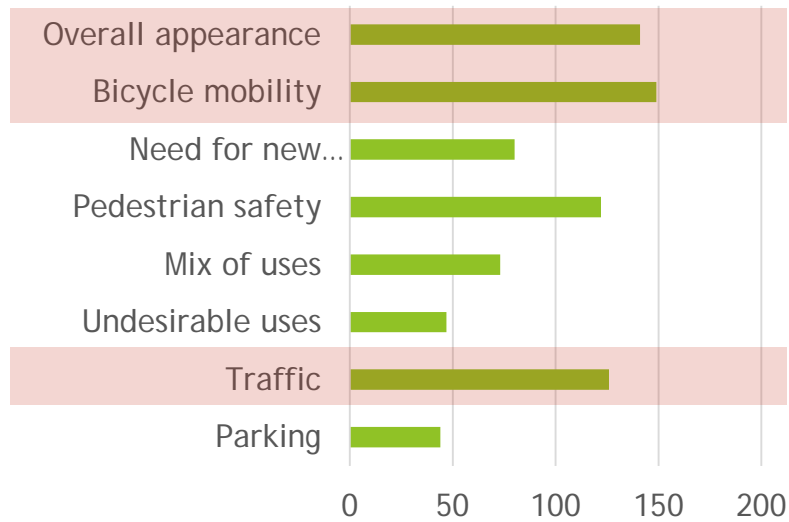


## Campustown Undesired Uses

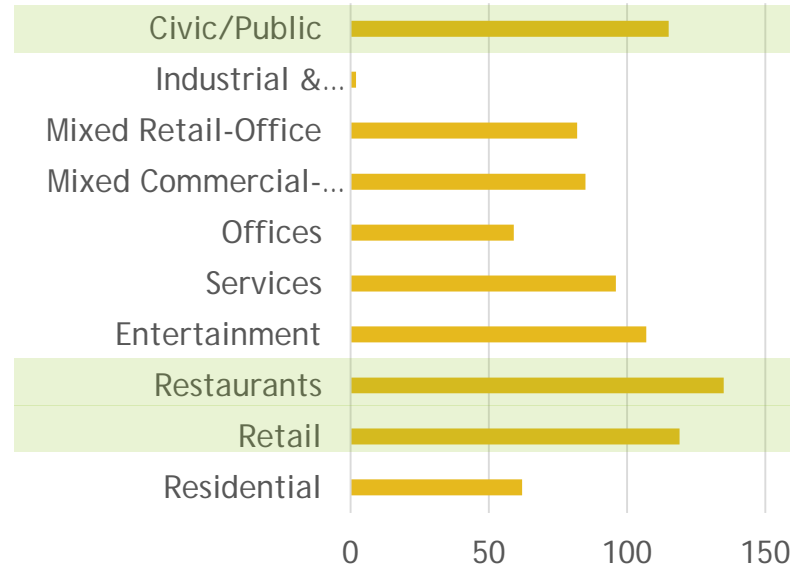


# Web-based Public Input: Residential Questionnaire

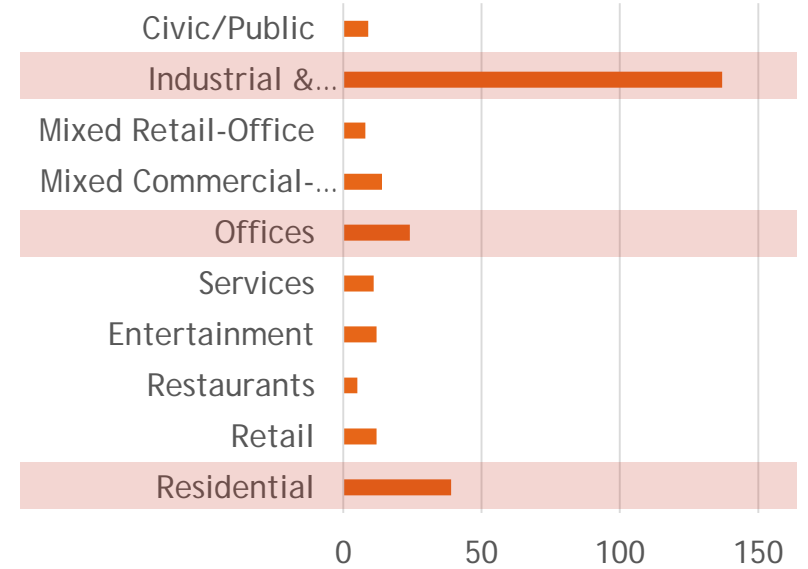
### Most important issues facing the Corridor at City Center



### City Center Desired Uses

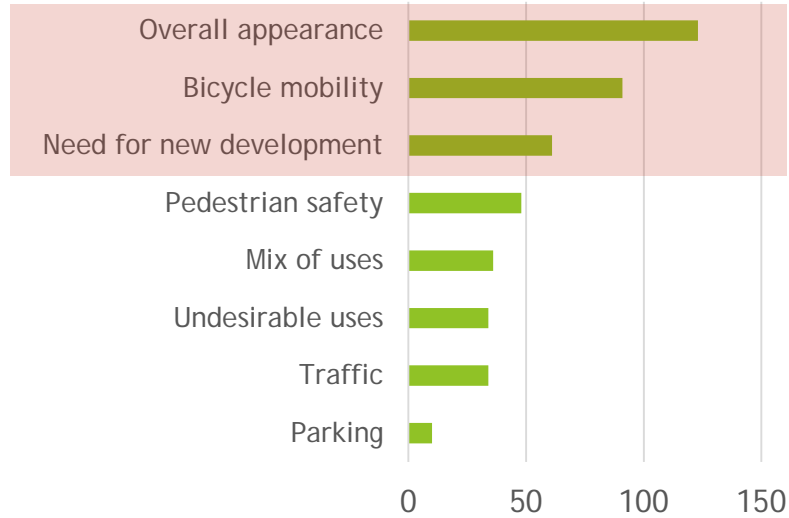


### City Center Undesired Uses

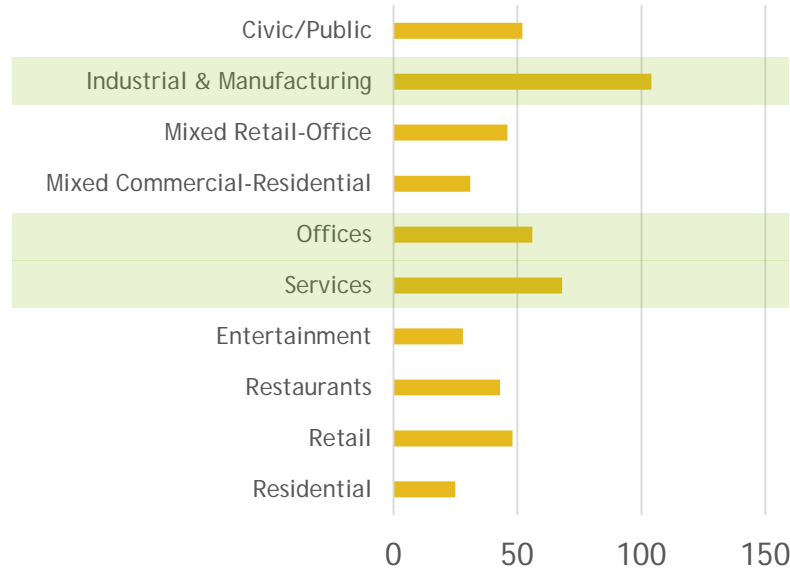


# Web-based Public Input: Residential Questionnaire

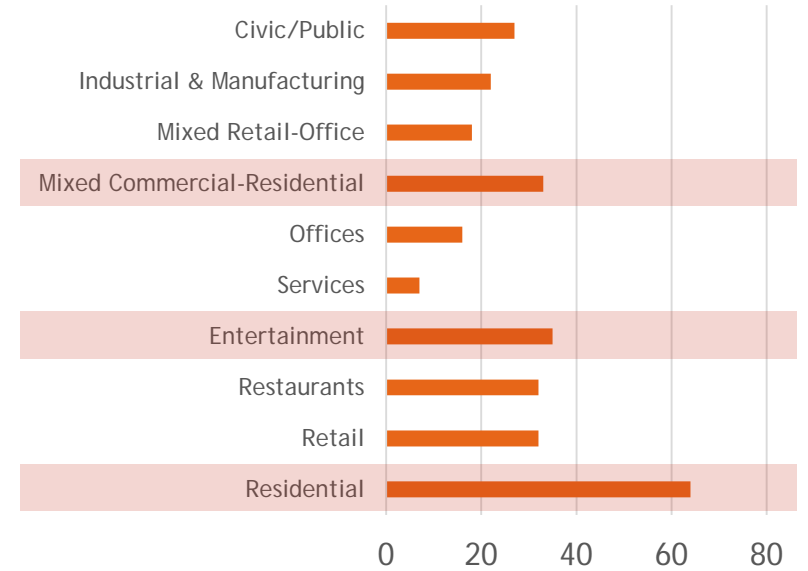
### Most important issues facing the Corridor at East Gateway



### East Gateway Desired Uses

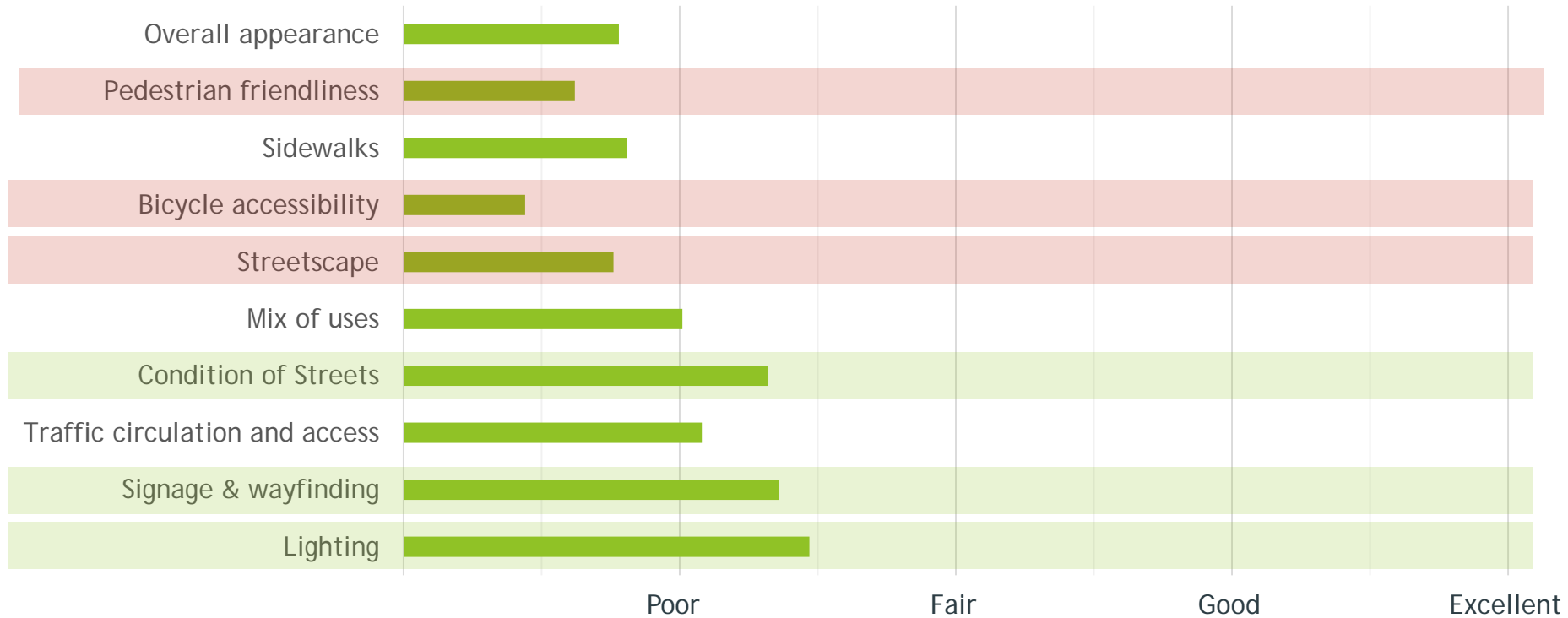


### East Gateway Undesired Uses



# Web-based Public Input: Residential Questionnaire

## Overall Corridor Rating





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# **CORRIDOR PLAN**

## **Key Issues**

# Key Issues

- ▶ **Enhancing Housing Opportunities**
- ▶ **Aligning Commerce and Consumers**
- ▶ **Moving People Along Lincoln Way**
- ▶ **Overcoming Development Constraints**
- ▶ **Creating an Attractive Corridor-wide Character**

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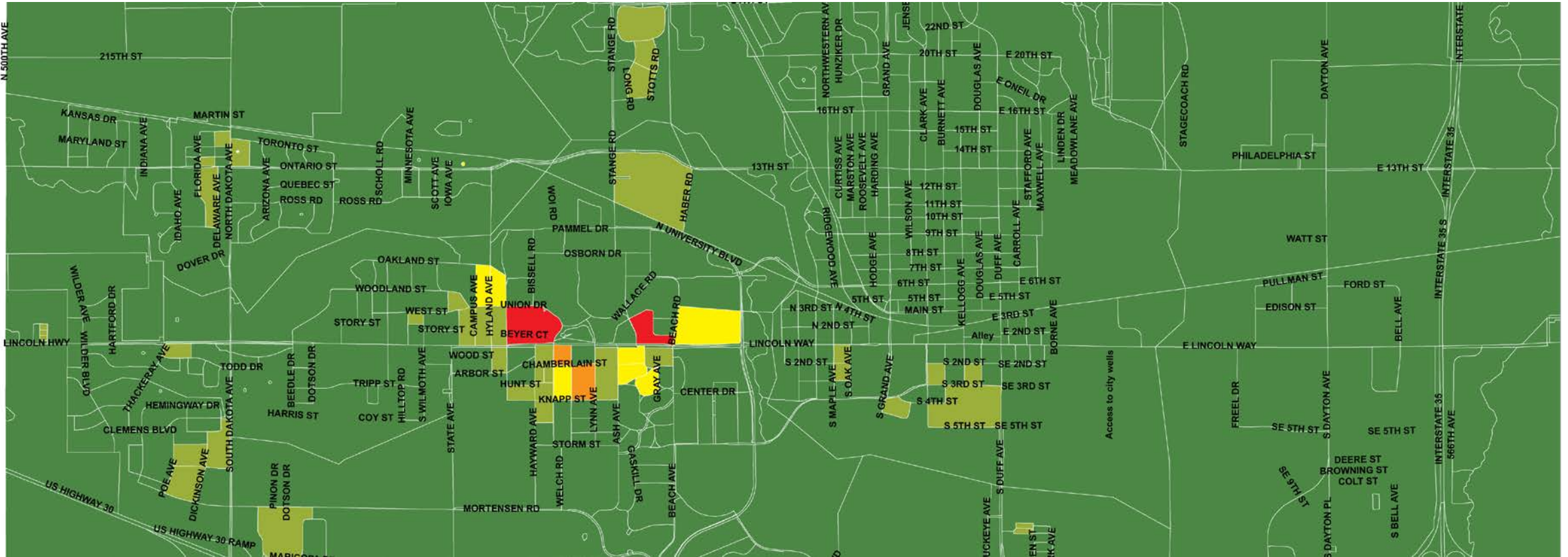
**LINCOLN WAY**  

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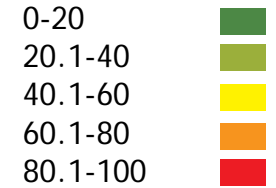
**CORRIDOR PLAN**

**Enhancing Housing Opportunities**

# Enhancing Housing Opportunities

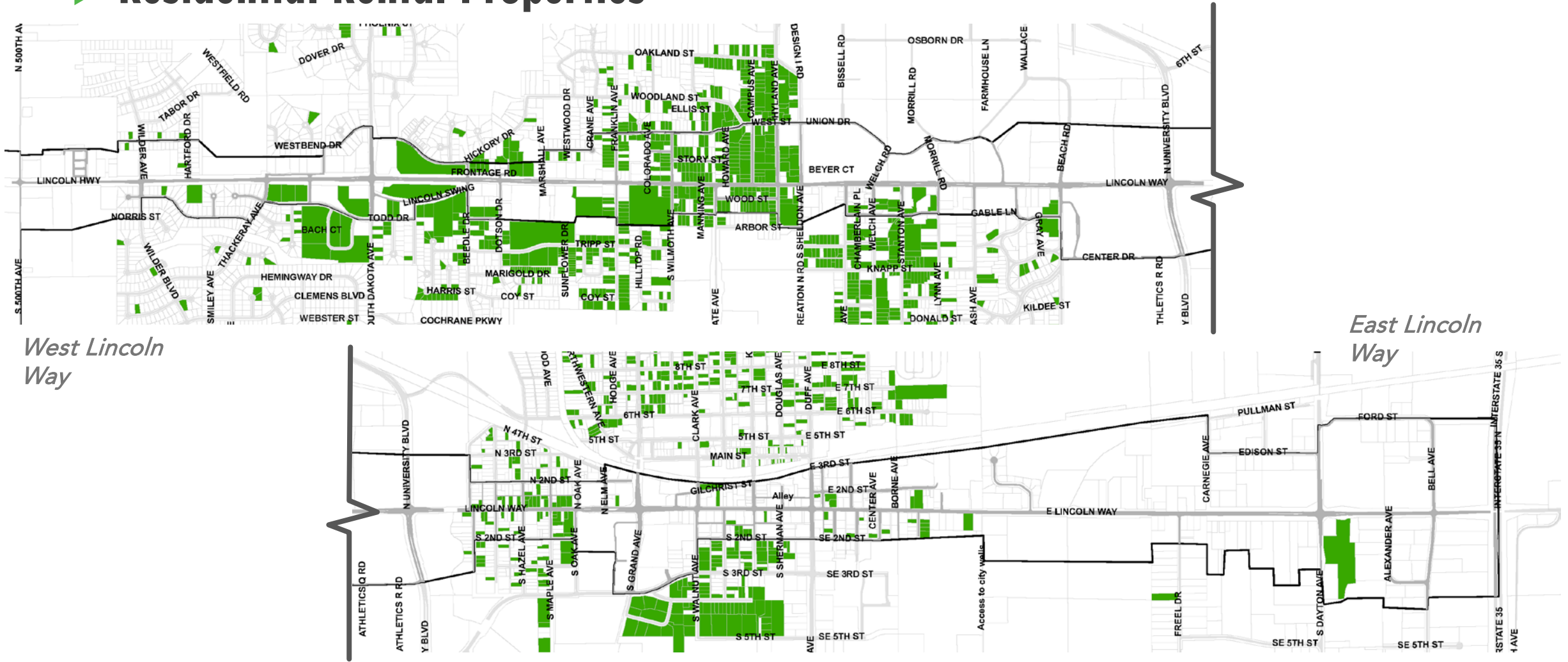


## People Per Acre



# Enhancing Housing Opportunities

## ► Residential Rental Properties



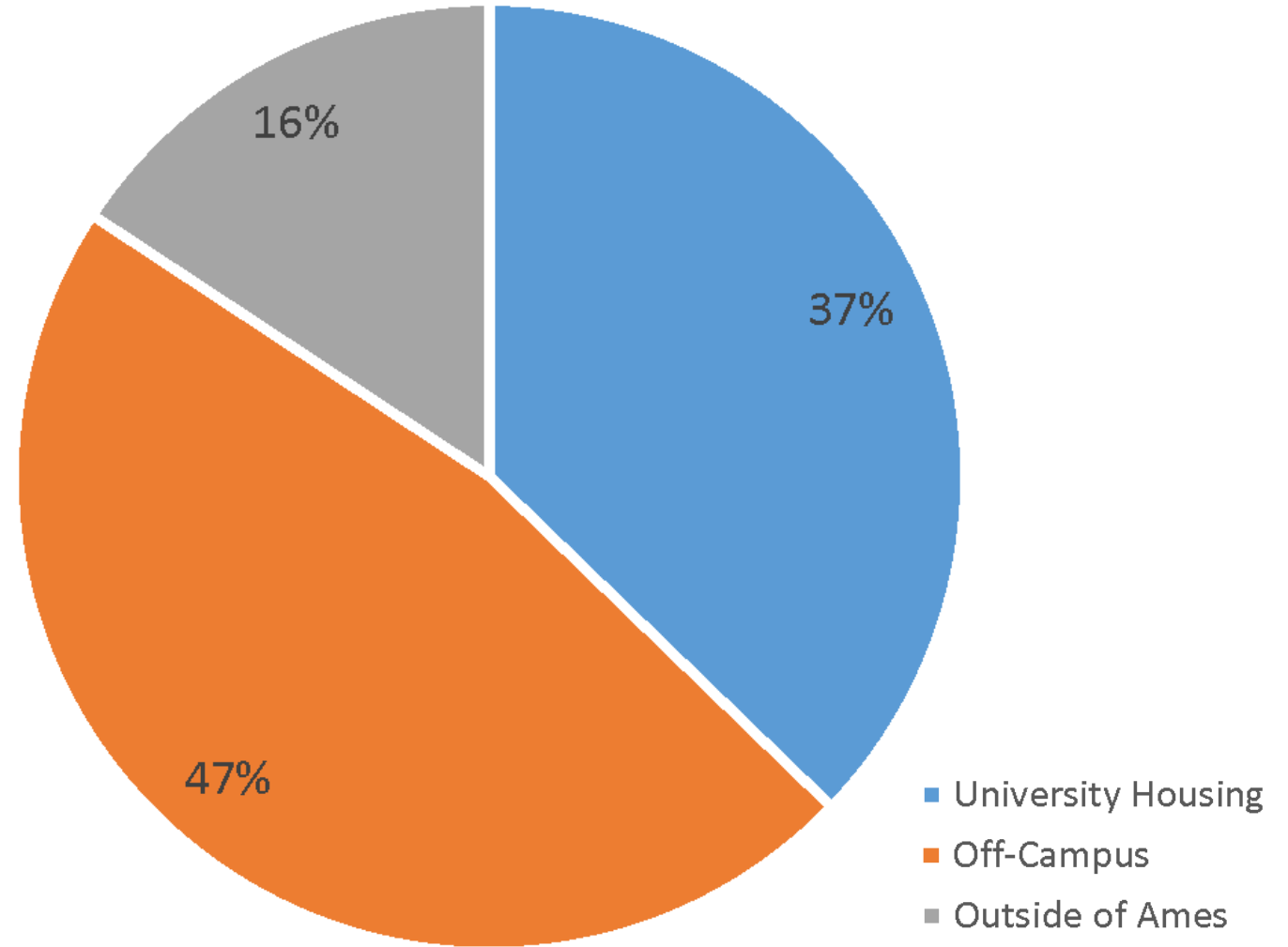
West Lincoln Way

East Lincoln Way

# Enhancing Housing Opportunities

## ▶ Student Housing Needs

- ▶ **2010 enrollment: 28,628**
- ▶ **2015 enrollment: 36,001**
- ▶ **2020 projection: 38,000**



# Enhancing Housing Opportunities

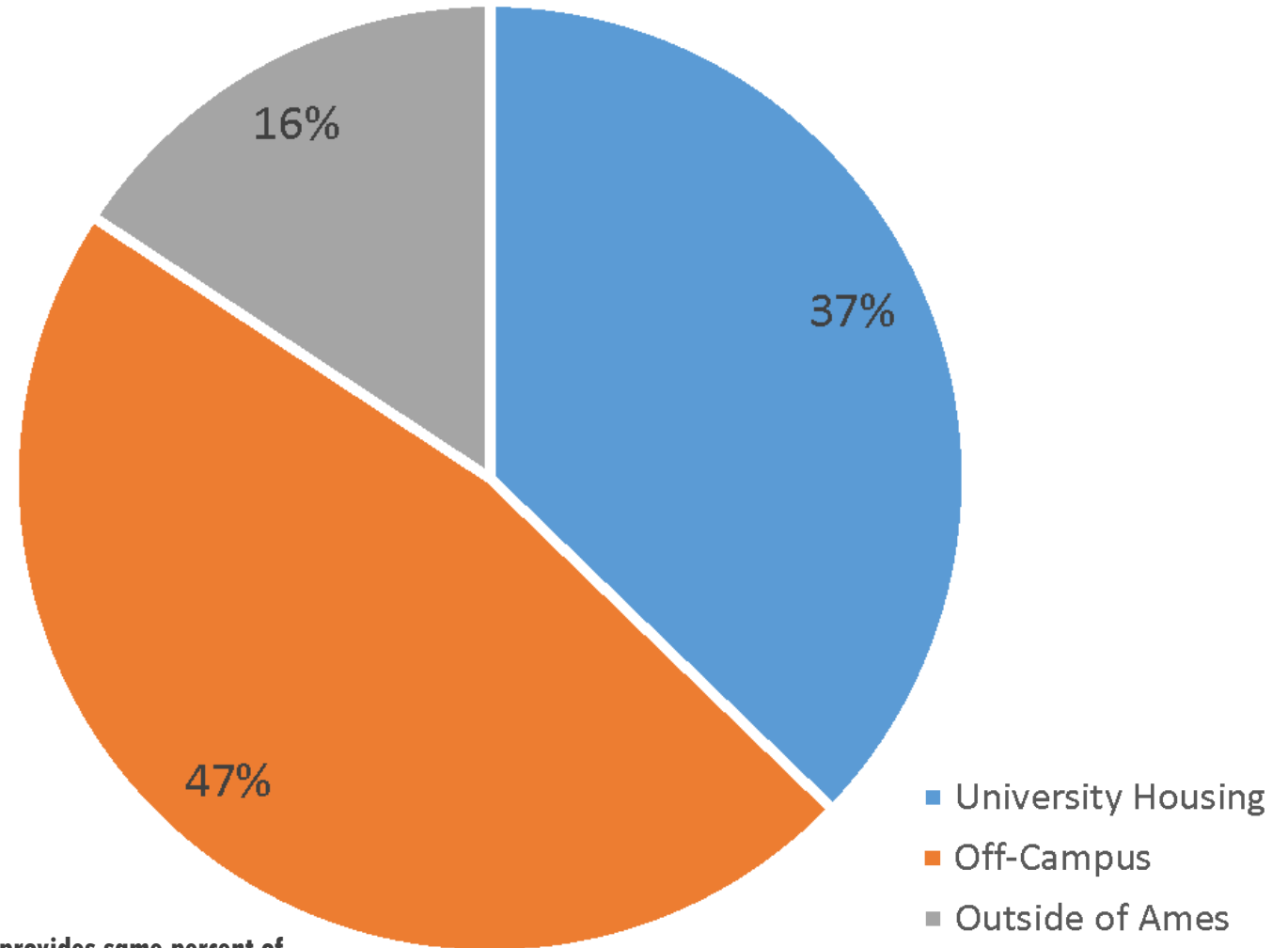
## ▶ Student Housing Needs

- ▶ 2010 enrollment: 28,628
- ▶ 2015 enrollment: 36,001
- ▶ 2020 projection: 38,000

**940\***

*Additional students seeking off-campus housing in 2020*

\*Assuming university provides same percent of housing each year.



# Enhancing Housing Opportunities

## ► Recent Housing Sales

Residential Sales (2013, 2014 and 2015)			
<i>Ames City</i>			
	Median Sale Price	Prior Year Change	Number of Units
<b>Attached</b>			
2013	\$206,100	-	162
2014	\$184,237	-11%	163
2015	\$177,342	-4%	299
<b>Detached</b>			
2013	\$240,800	-	577
2014	\$257,705	7%	533
2015	\$281,955	9%	645

Source: Ames City Assessor's Office; Houseal Lavigne Associates, 2016

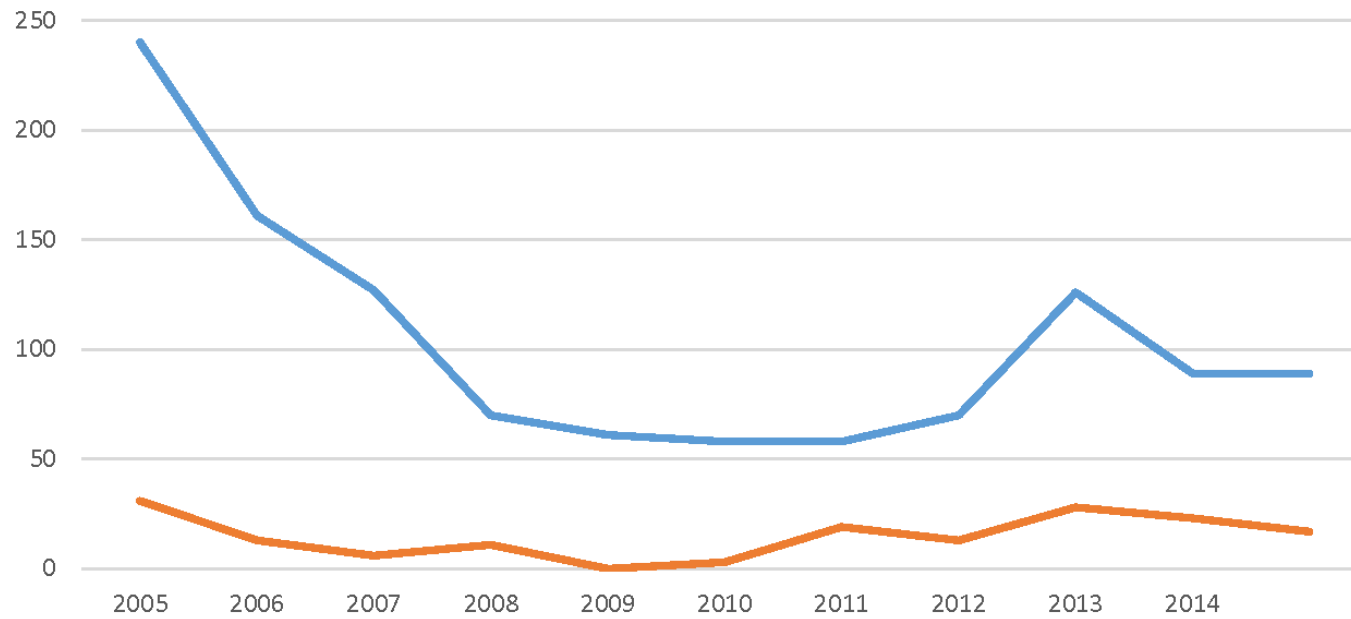


# Enhancing Housing Opportunities

## ► New Residential Construction

New Residential Starts (2005-2015)

*Ames City*



Source: City of Ames; Houseal Lavigne Associates, 2016

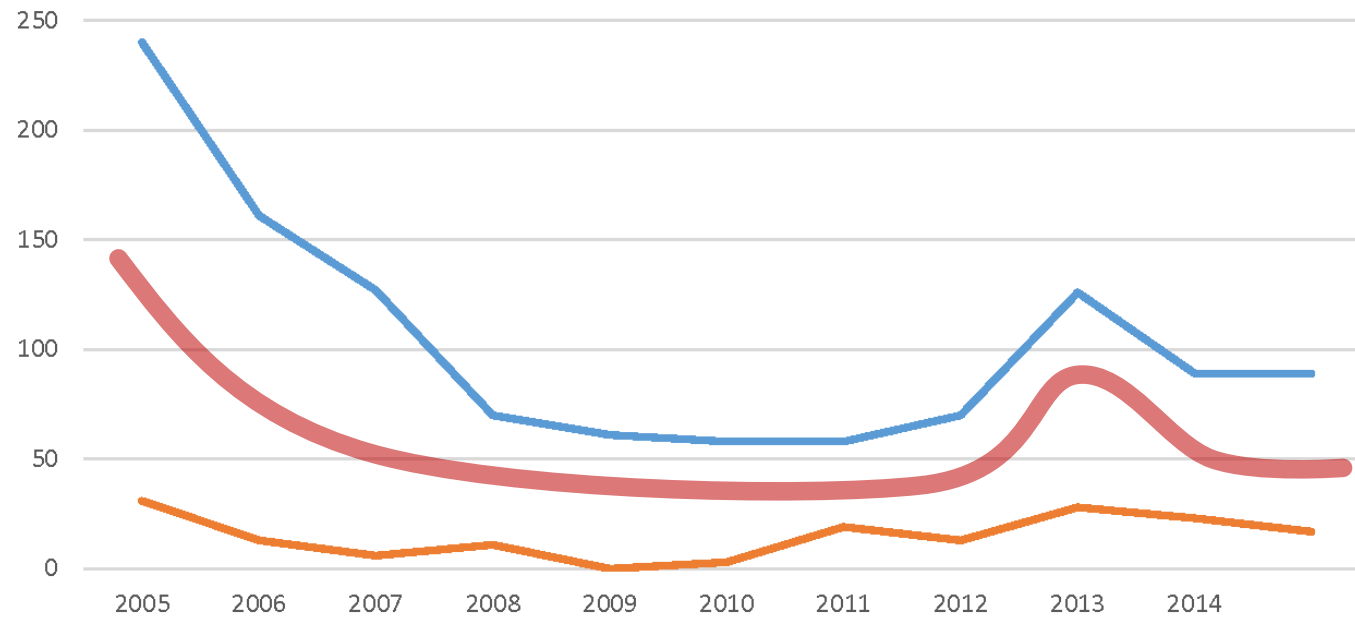
— Single Family — Multifamily

# Enhancing Housing Opportunities

## ► New Residential Construction

New Residential Starts (2005-2015)

*Ames City*

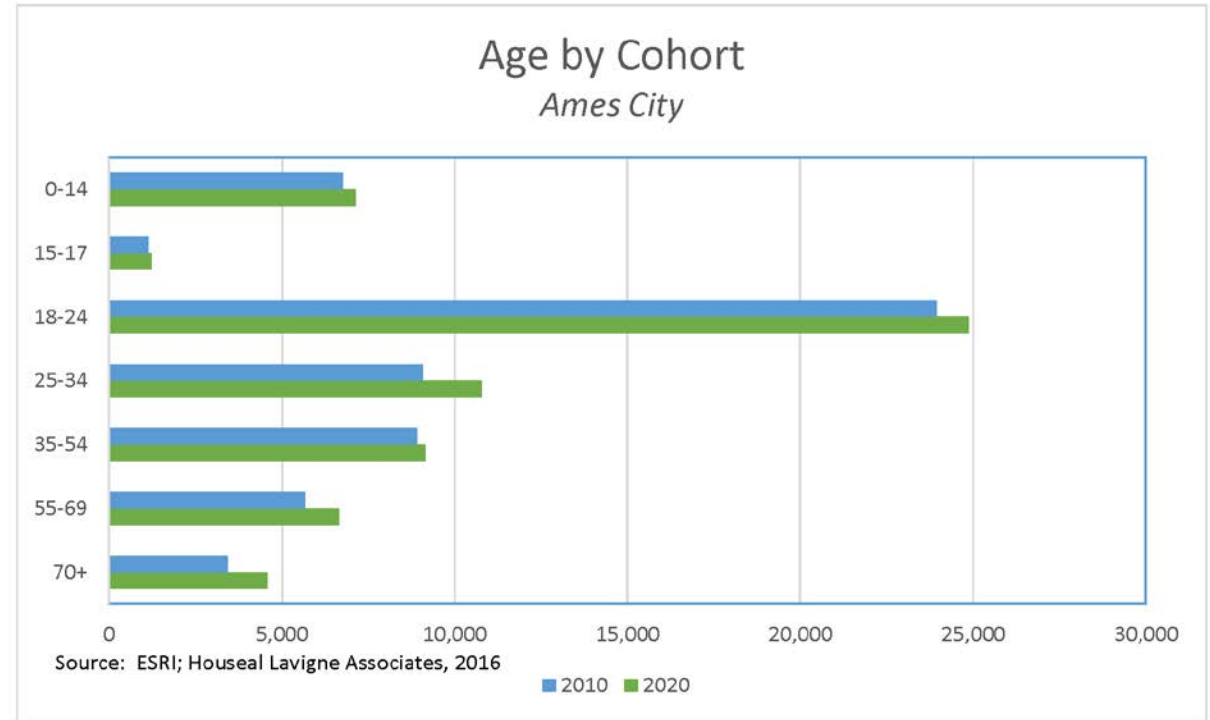


Source: City of Ames; Houseal Lavigne Associates, 2016

— Single Family — Multifamily

# Enhancing Housing Opportunities

- ▶ **Targeted Housing Markets**
  - ▶ **Population is projected to grow in all cohorts**
  - ▶ **Most significant growth expected in college age cohorts, post-college aged cohorts and senior cohorts**



# Enhancing Housing Opportunities

## ► Targeted Housing Markets

**1,000**

***number of potential non-SF housing units***

***From 2010-2020:***

***+1,319 residents between 20 and 34***

***+1,120 residents over age 60***

# Enhancing Housing Opportunities

- ▶ **A large percentage of student housing is provided through off-campus rentals**
- ▶ **Quality of the unit is just as important as type**
- ▶ **There is potentially high demand for “middle” housing types**
  - ▶ **Non-student housing townhouse or multi-family**
  - ▶ **Could be rental or owner-occupied**

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# **LINCOLN WAY**

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## **CORRIDOR PLAN**

# **Aligning Commerce and Consumers**

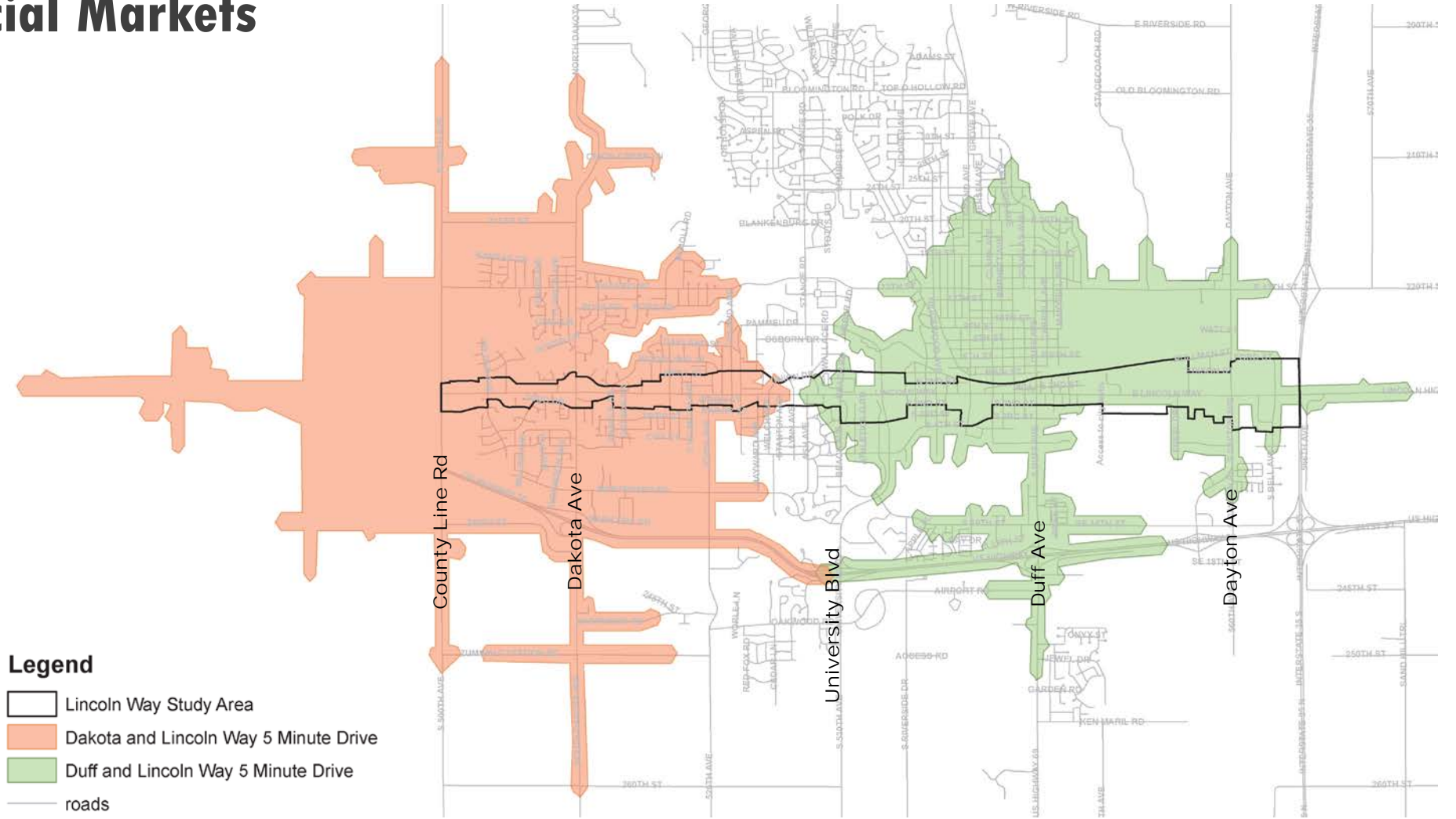
# Aligning Commerce and Consumers

## ► Community-wide Commercial Landscape



# Aligning Commerce and Consumers

## ► Local Commercial Markets



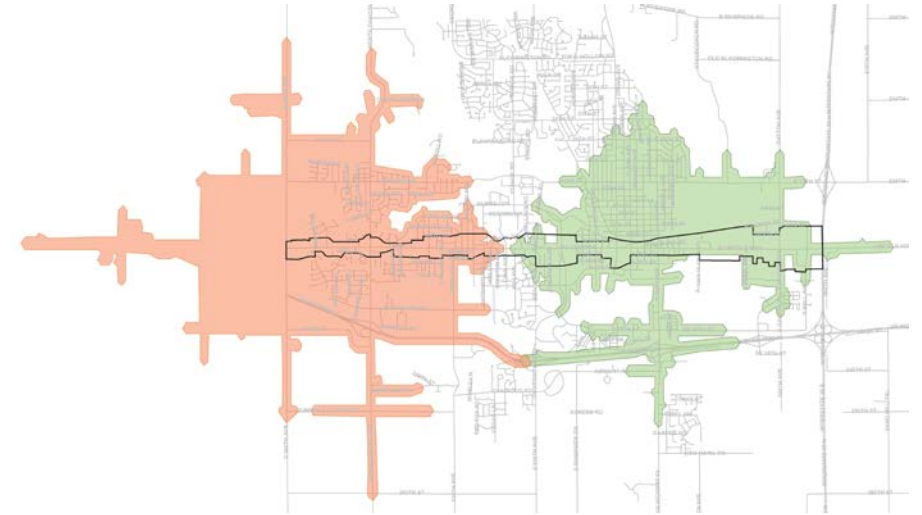
- Legend**
- Lincoln Way Study Area
  - Dakota and Lincoln Way 5 Minute Drive
  - Duff and Lincoln Way 5 Minute Drive
  - roads



# Aligning Commerce and Consumers

## ► Aligning Opportunity with Location

Retail Gap Analysis Summary		
<i>Dakota Avenue and Lincoln Way/Duff Avenue and Lincoln Way 5 Minute Drive Times</i>		
	Dakota Avenue and Lincoln Way	Duff Avenue and Lincoln Way
2015 Population	19,816	10,990
2015 Households	8,745	4,708
2015 Median Disposable Income	\$30,471	\$35,729
2015 Per Capita Income	\$20,385	\$24,747
Summary		
Total Retail Trade and Food & Drink	\$64.1	(\$318.2)
Total Retail Trade	\$61.1	(\$287.6)
Total Food & Drink	\$2.9	(\$30.5)



# Aligning Commerce and Consumers

## ► Capturing Daytime Spending

**18,380**  
*increase in  
daytime population*

*Net gain of 12,604 employees and  
5,776 students per day*



# Aligning Commerce and Consumers

## ► Commercial Lot Characteristics: Depth





# Aligning Commerce and Consumers

## ► Commercial Lot Characteristics: Depth



# Aligning Commerce and Consumers

- ▶ **Eastern portion of corridor will require repositioning of existing/obsolete commercial uses**
- ▶ **Western portion shows potential for addition of new commercial uses**
- ▶ **Daytime population increase is an opportunity to capture specific commercial uses**
- ▶ **Varying lot characteristics will define what types of uses can go where or need for lot assemblage**

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# **LINCOLN WAY**

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## **CORRIDOR PLAN**

# **Moving People along Lincoln Way**

# Moving People Along Lincoln Way

- ▶ **Safety! Number of Crashes in last 5 years**
  - ▶ **Lincoln Way and Duff included a fatality**
  - ▶ **Many intersections included “major accidents”**
  - ▶ **Crash rate (per million entering vehicles) 10 of the top 15 are on Lincoln Way**

**44%**

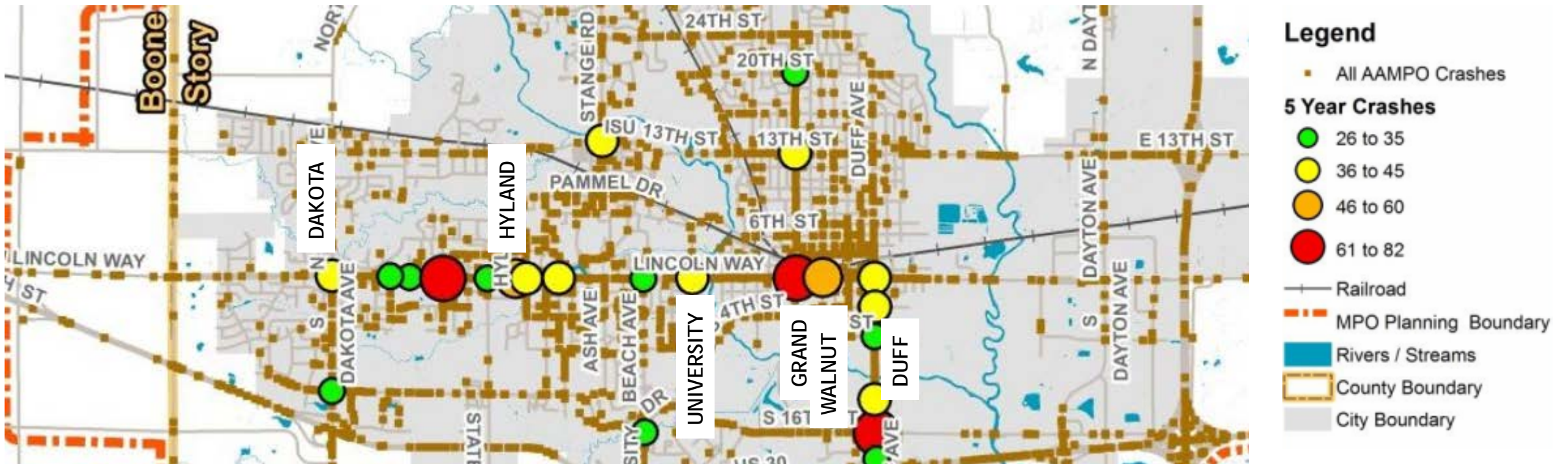
*Believe Lincoln Way and Duff Ave was most important intersection to improve in the next 5 years*

*was second to Grand Ave and 13<sup>th</sup> Street with 51% (Ames Mobility 2040 Plan)*



# Moving People Along Lincoln Way

## ► Highest Crash Frequency – Concentration From Duff Ave to Campus



*Ames Mobility 2040 Plan*



# Moving People Along Lincoln Way

## ► Safety Improvement Candidates statewide by the IDOT

Table 14. Ames Area MPO Intersections on the Top 200 Safety Improvement Candidate Locations List

Statewide Composite Ranking	Intersection	Statewide Frequency Rank	Statewide Rate Rank	Statewide Severity Rank
12	Lincoln Way and University Boulevard	129	9,528	16
34	U.S. 30 and Co Rd R70/580th Avenue	1,326	14,750	20
36	U.S. 69/Lincoln Way and U.S. 69/Grand Avenue	11	4,852	127
37	Lincoln Way and Dakota Avenue	154	6,962	53
96	U.S. 69/S Duff Avenue and U.S. 69/Lincoln Way	219	12,363	120

Source: [http://www.iowadot.gov/crashanalysis/SICL/SICL00037\\_ID511579\\_Ames\\_StoryCo\\_2008-2012.pdf](http://www.iowadot.gov/crashanalysis/SICL/SICL00037_ID511579_Ames_StoryCo_2008-2012.pdf)

# Moving People Along Lincoln Way

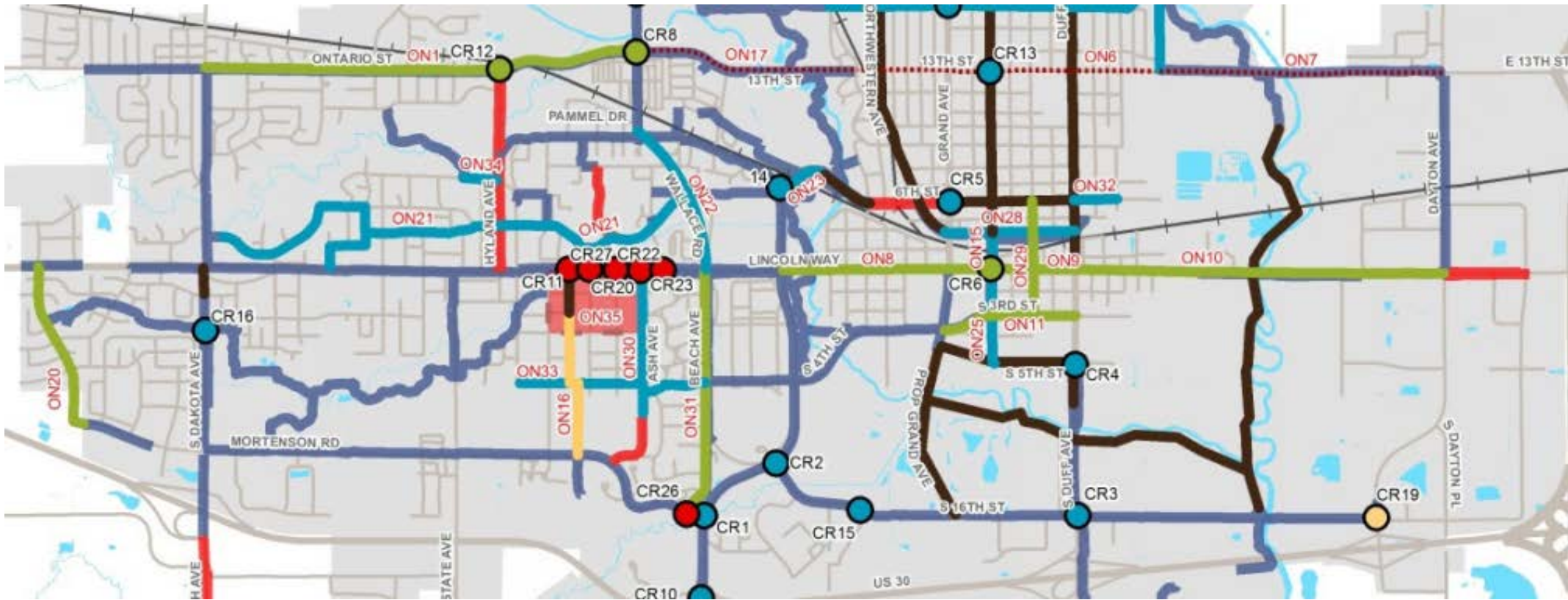
- ▶ **Desire for Safer Pedestrian Crossings, Aging Sidewalks (Duff Ave to Campus)**



- ▶ **Desire for east/west bicycle route**

# Moving People Along Lincoln Way

## ► Phasing Implementation: Bicycle and Pedestrian On-Street Projects



### Legend

- Committed
- Short-Term
- Mid-Term
- Long-Term
- Illustrative

### Implementation Time

- Committed
- Short-Term
- Mid-Term
- Long-Term
- ..... Illustrative
- Illustrative

### Existing Bicycle Facilities

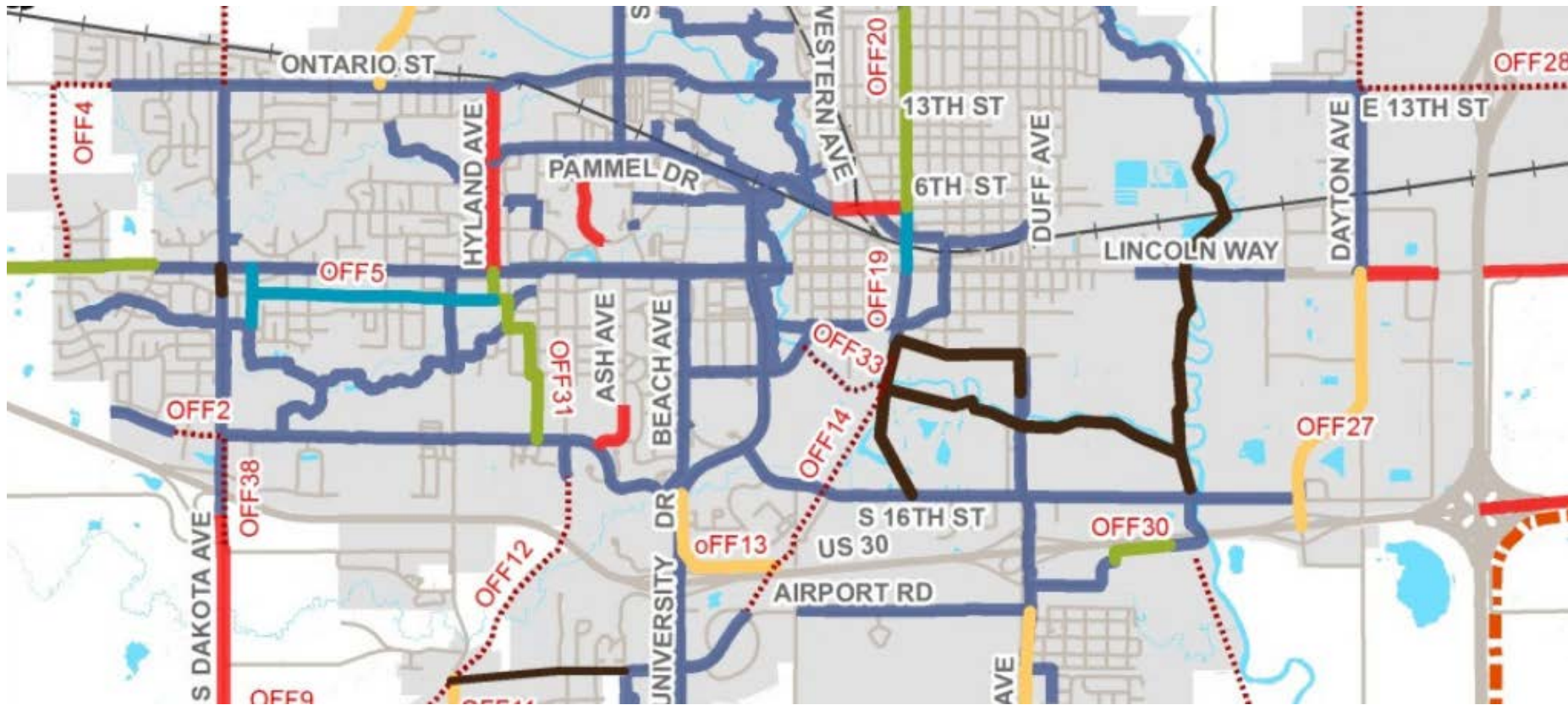
- Shared Use Path
- On Street Route
- Railroad
- MPO Planning Boundary
- County Boundary
- Rivers / Streams
- City Boundary

Ames Mobility 2040 Plan



# Moving People Along Lincoln Way

## ► Phasing Implementation: Bicycle and Pedestrian Off-Street Projects



### Legend

#### Implementation Time

- Committed
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#### Existing Bicycle Facilities

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# Moving People Along Lincoln Way

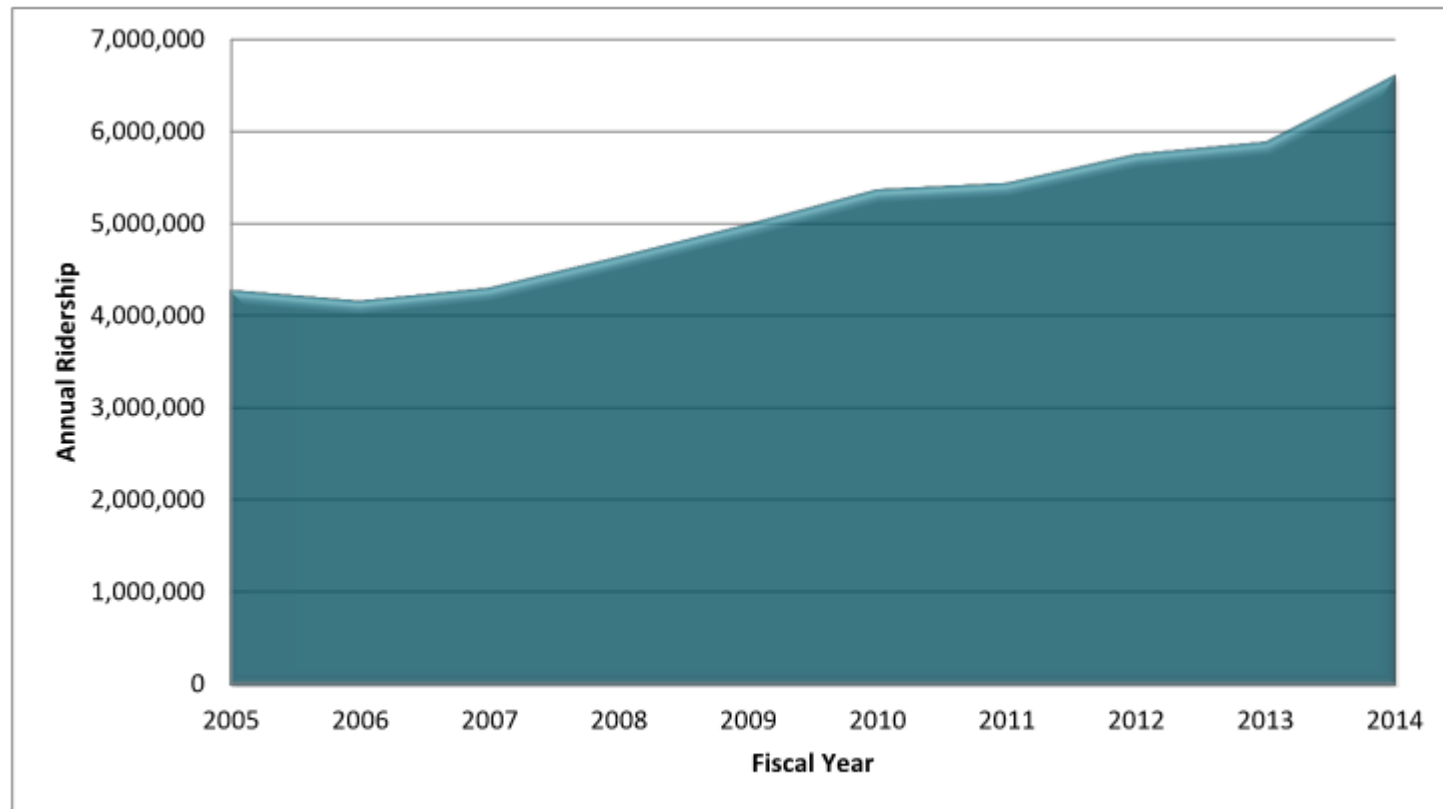
- ▶ **Desire for Complete Streets Model**
- ▶ **Easy to cross the street, walk to destinations, bicycle to work**
  - ▶ **Bicycles/Pedestrians**
  - ▶ **Public Transit**
  - ▶ **Safer for drivers**
- ▶ **3-lane Concept**



Source: [www.iyield4peds.org](http://www.iyield4peds.org)

# Moving People Along Lincoln Way

## ► Public Transit



Source: CyRide Ridership Data, 2014

**54%**  
*Increase in CyRide  
ridership from 2005*

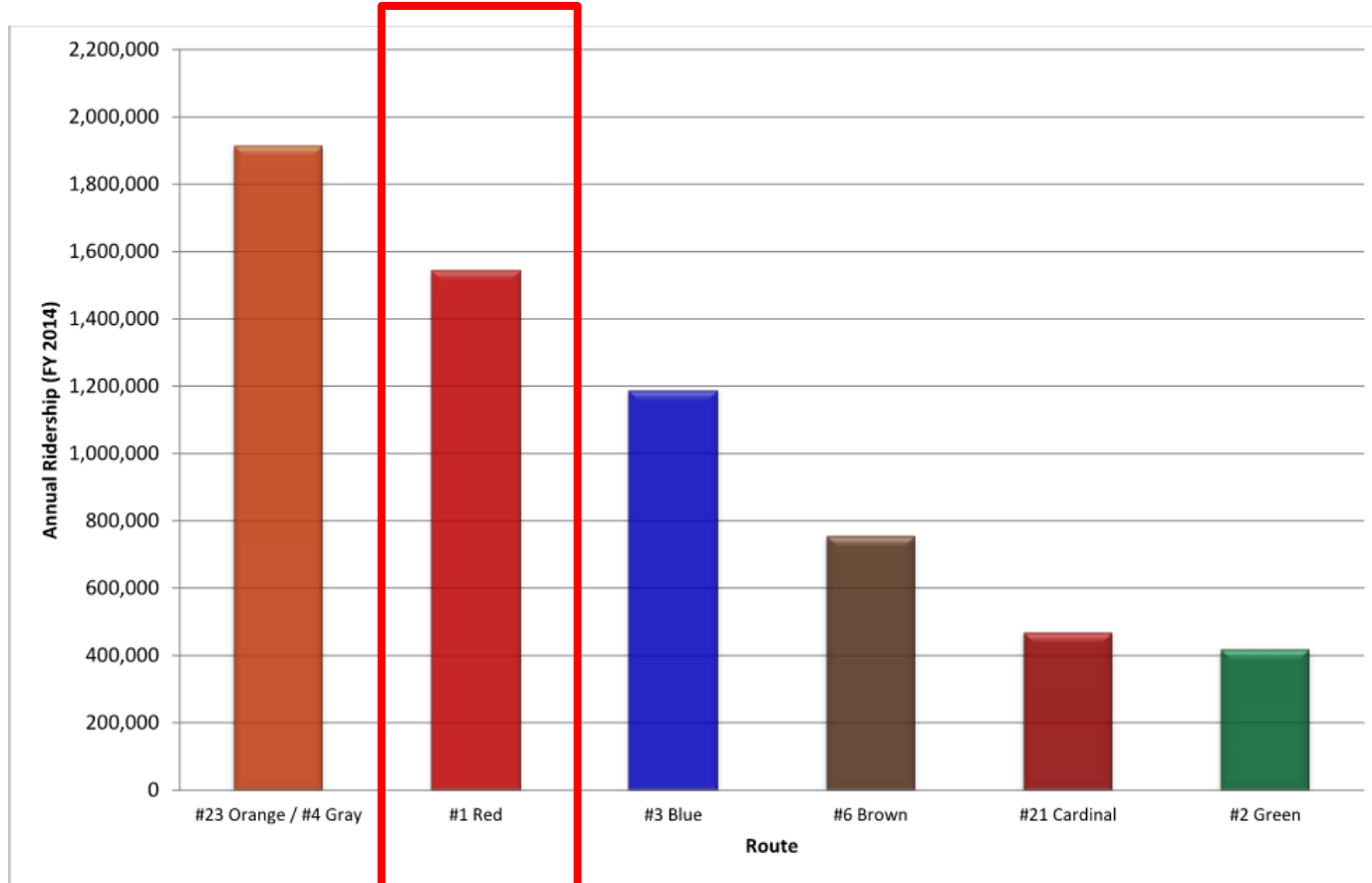
*CyRide Ridership Data, 2014*



# Moving People Along Lincoln Way

## ► Red Line is 2<sup>nd</sup> most heavily used bus route

Figure 43. CyRide Routes: Ridership Tier 1

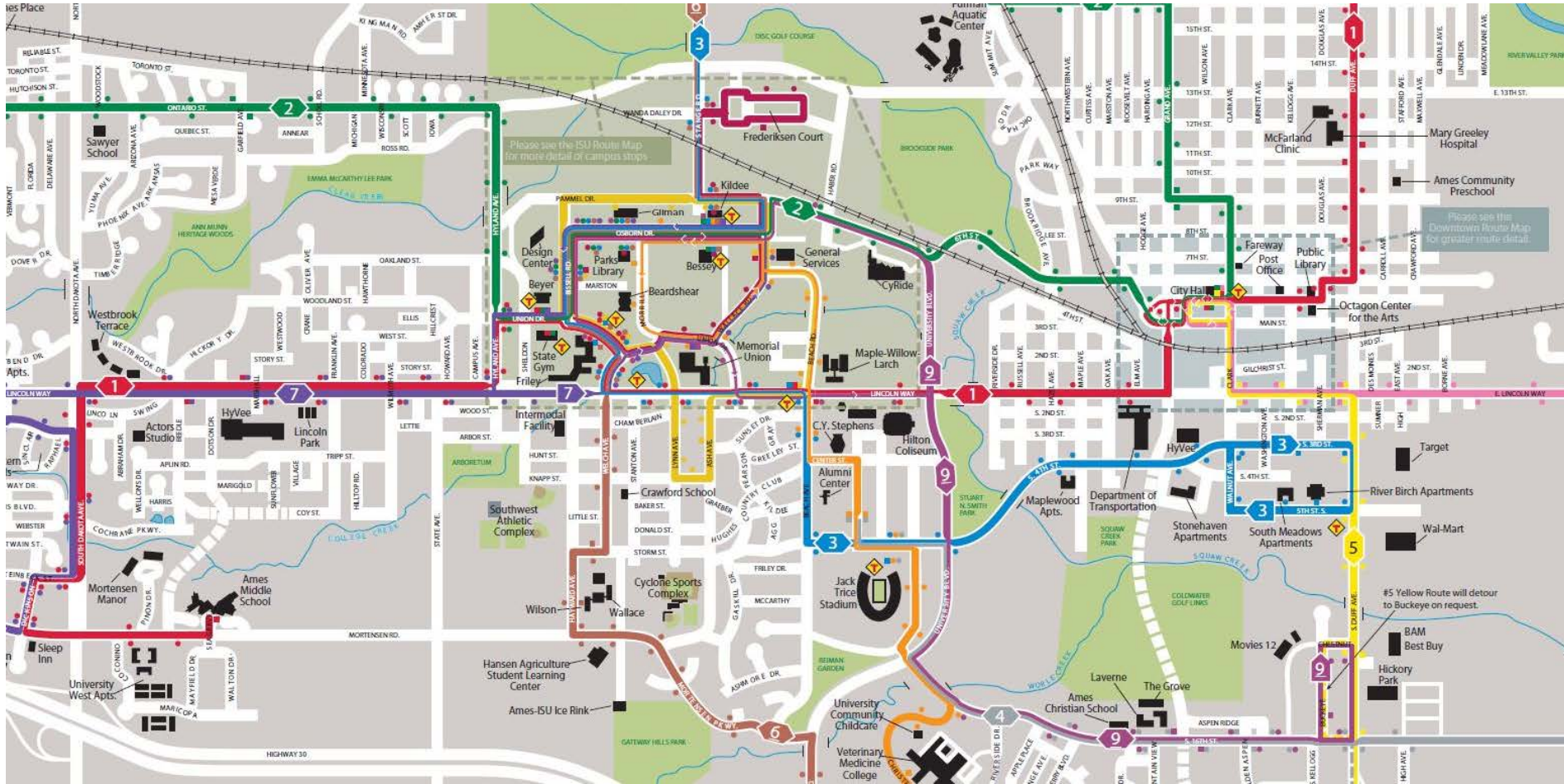


Source: CyRide Ridership Data, 2014



# Moving People Along Lincoln Way

## ► 8 Bus Routes utilize Lincoln Way





# Moving People Along Lincoln Way

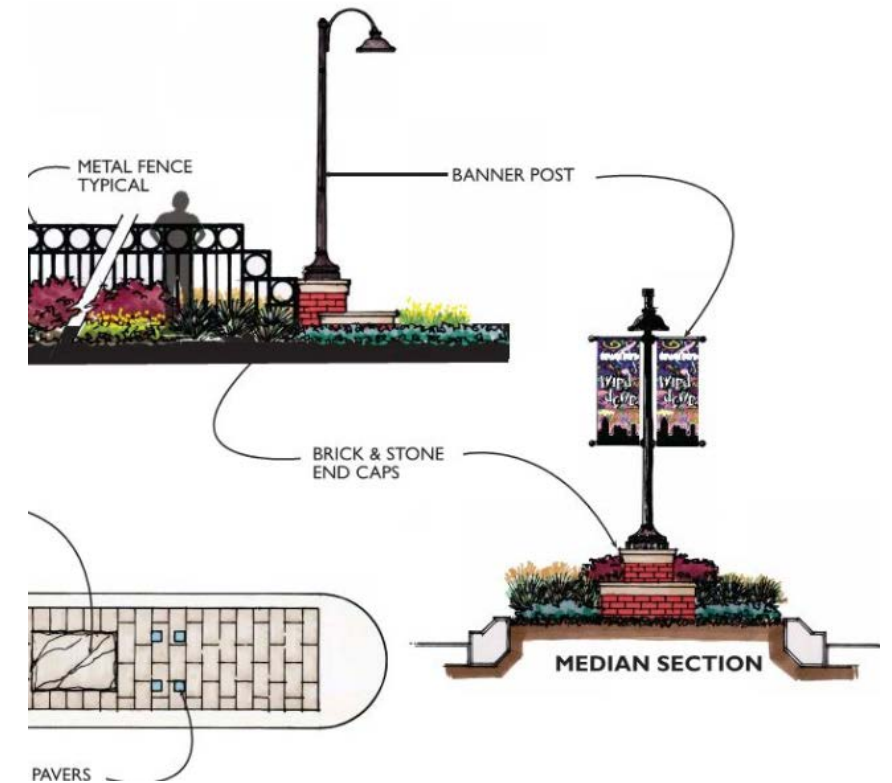
## ► Minimal existing streetscaping and identity



# Moving People Along Lincoln Way

## ► Potential for median enhancement treatments

### LINCOLN WAY MEDIANS MASTER PLAN



*Lincoln Way Medians Master Plan Study, 2013*

WELCH TO STANTON

# Moving People Along Lincoln Way

- ▶ **Intersection of Lincoln and Duff: 2<sup>nd</sup> most important intersection in City to improve based on survey results (capacity, safety, crossing)**
- ▶ **Safety Concerns at problem intersections: Sight distance, crossings, back-ups**
- ▶ **Desire for continuous east/west bike routes in community**
- ▶ **Desire for a Complete Street approach**
- ▶ **Desire to improve aesthetics throughout corridor/streetscape treatments/entry features**

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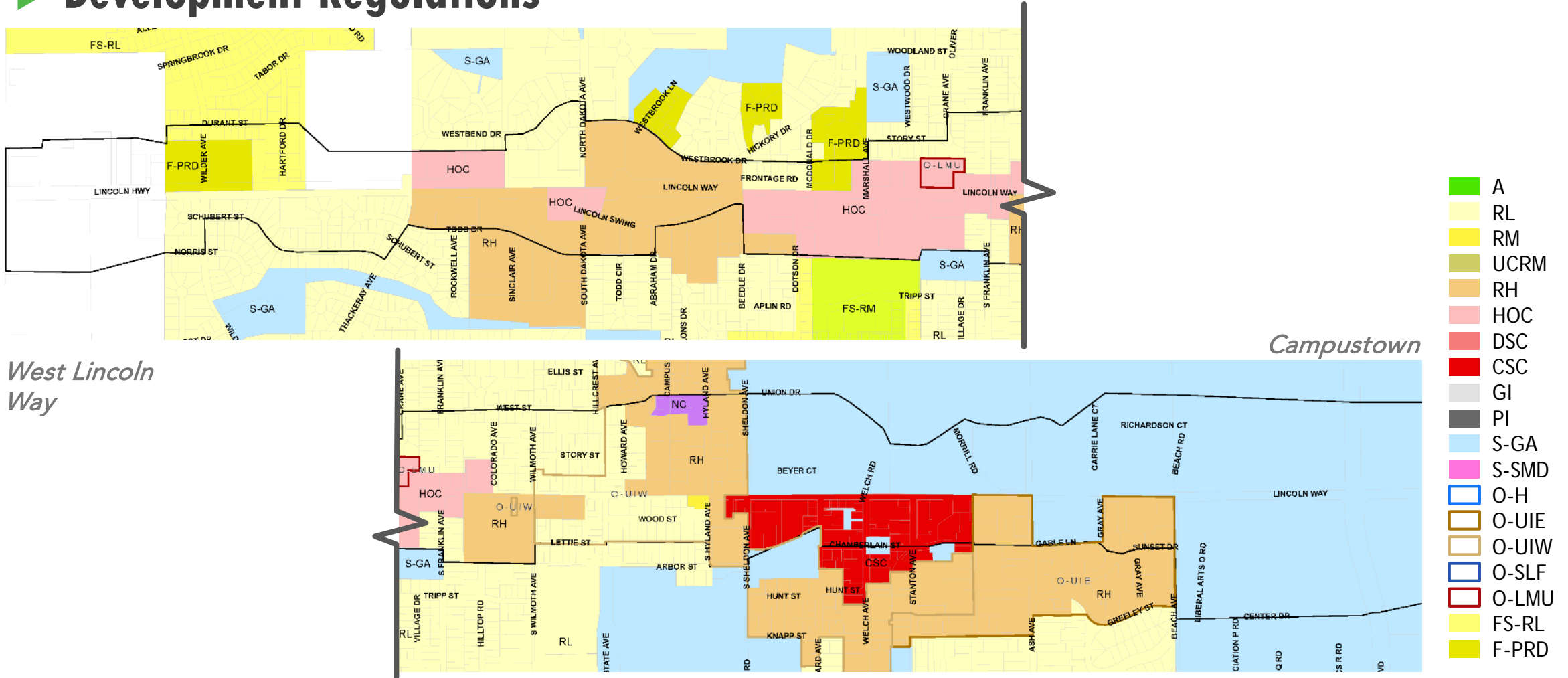
## **CORRIDOR PLAN**

# **Overcoming Development Constraints**



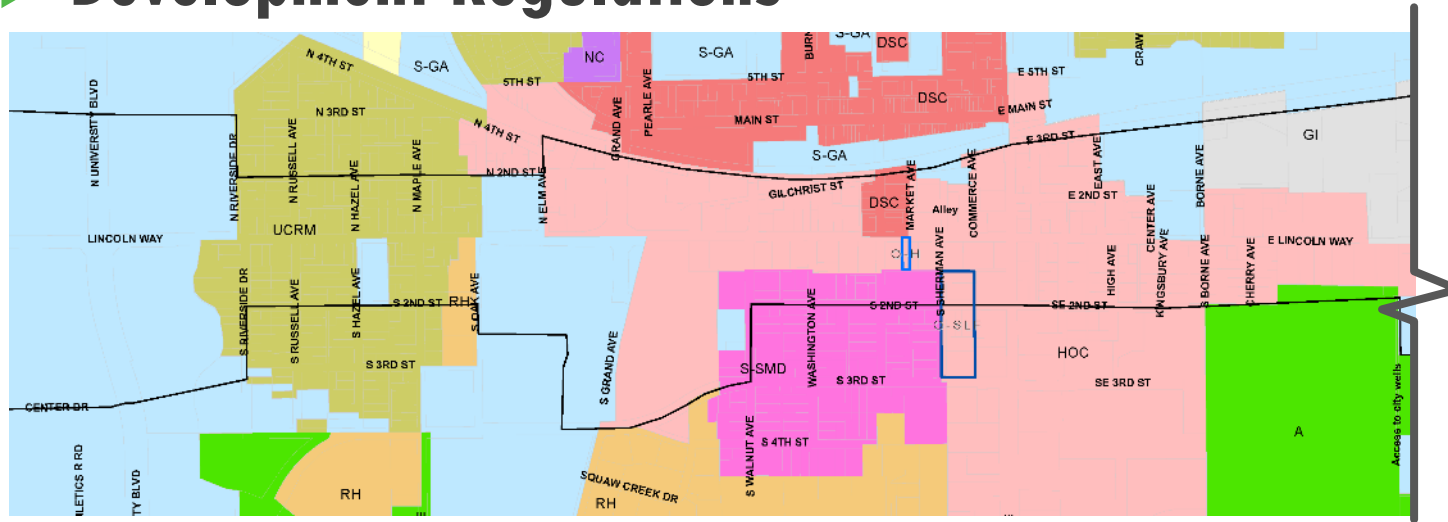
# Overcoming Development Constraints

## ► Development Regulations

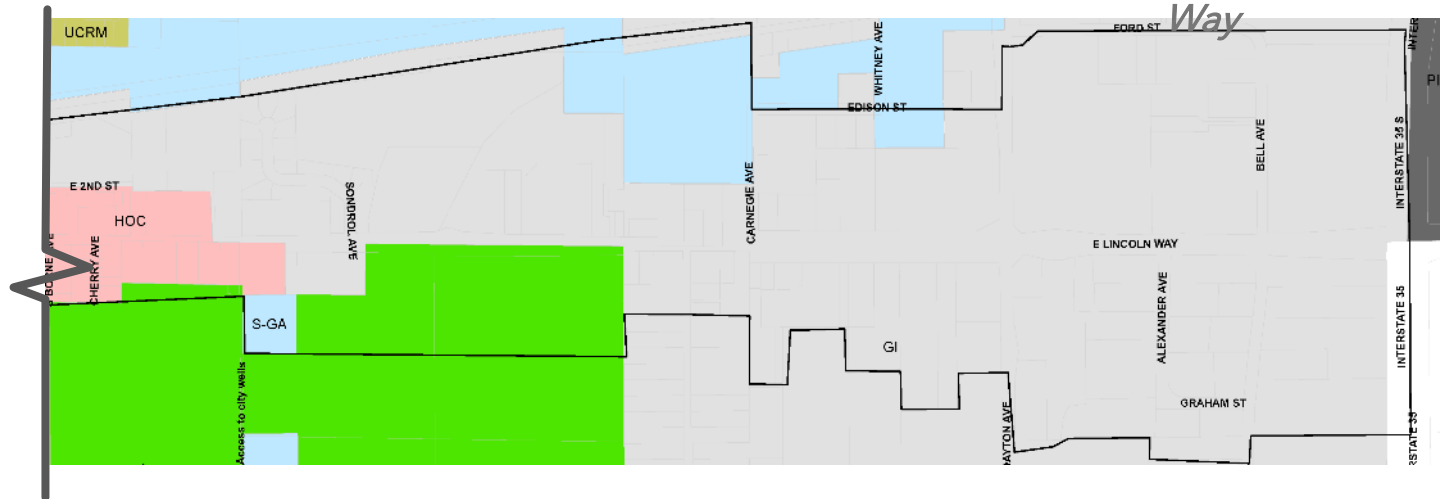


# Overcoming Development Constraints

## ► Development Regulations



City Center



East Lincoln Way

- A
- RL
- RM
- UCRM
- RH
- HOC
- DSC
- CSC
- GI
- PI
- S-GA
- S-SMD
- O-H
- O-UIE
- O-UIW
- O-SLF
- O-LMU
- FS-RL
- F-PRD

# Overcoming Development Constraints

## ► Lot and Building Vacancy



**34.6**

*acres of vacant land*

**8**

*vacant buildings  
on 15.6 acres of land*



# Overcoming Development Constraints

## ► Parcel Ownership Patterns





# Overcoming Development Constraints

- ▶ **Zoning regulations are highly complex and not “user-friendly”**
- ▶ **There is limited vacant area along the corridor**
- ▶ **Parcel ownership and configuration in the City Center represent significant challenges**

CITY OF AMES

# **LINCOLN WAY**

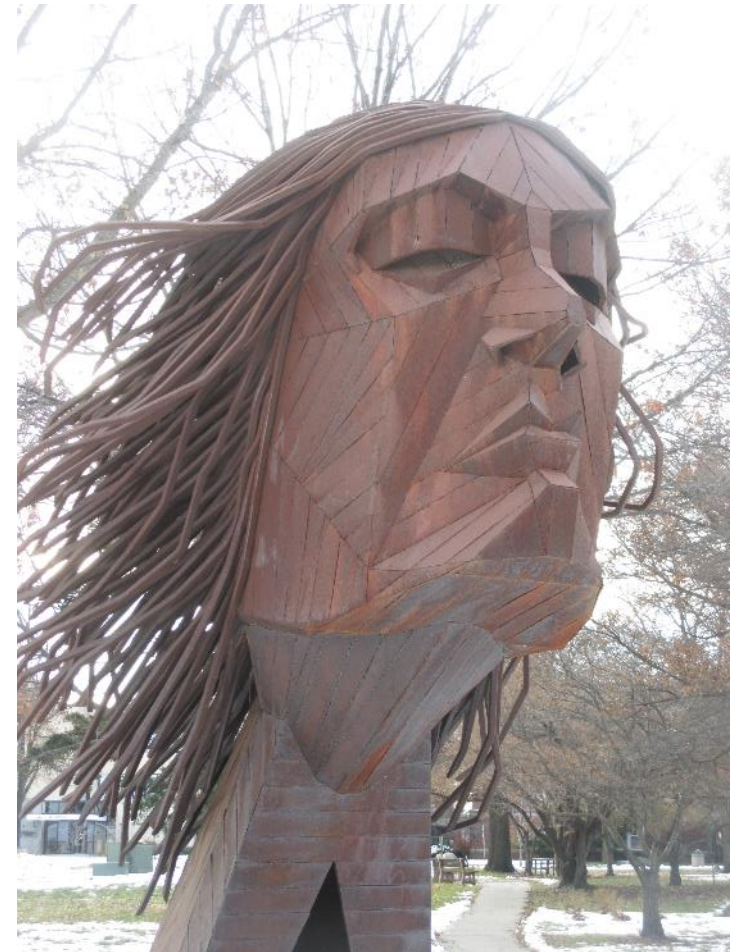
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## **CORRIDOR PLAN**

# **Creating an Attractive Corridor- wide Character**

# Creating an Attractive Corridor-wide Character

## ► Place-making Elements





# Creating an Attractive Corridor-wide Character

## ► Development Character





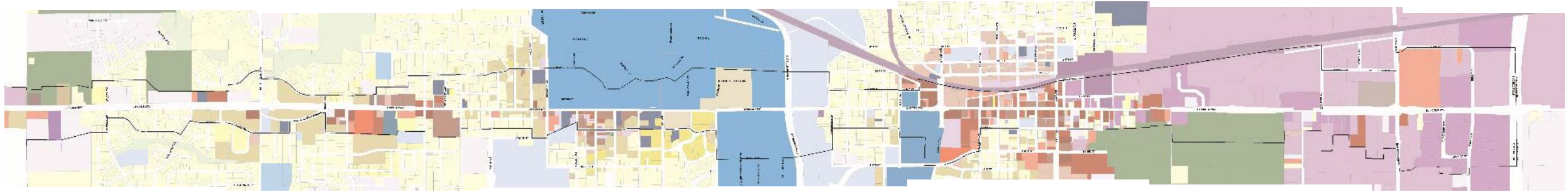
# Creating an Attractive Corridor-wide Character

## ► Old vs. new



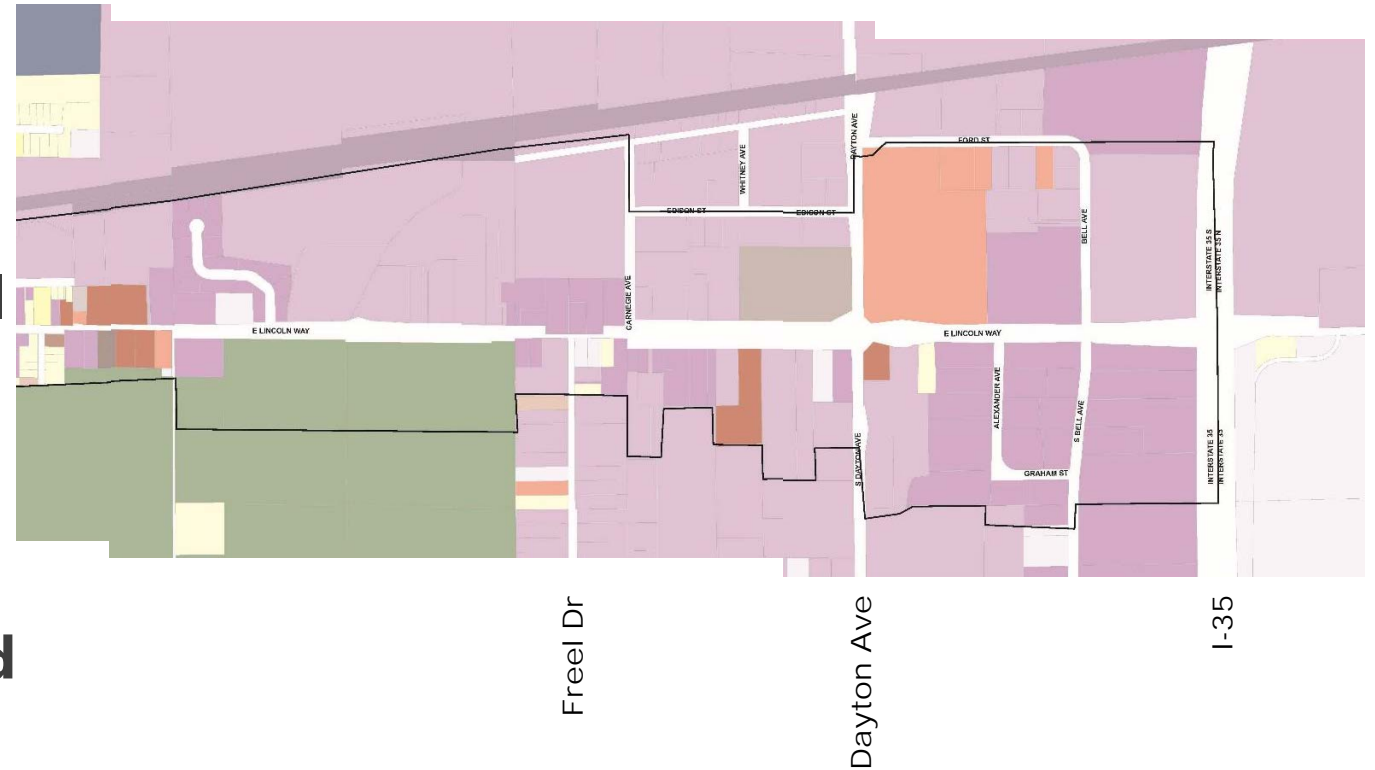
# Creating an Attractive Corridor-wide Character

## ► Corridor of many places



# Creating an Attractive Corridor-wide Character

- ▶ **East Side Industrial District**
  - ▶ **Primarily industrial land uses with some secondary commercial activity**
  - ▶ **Efficient traffic operations with some frontage roads**
  - ▶ **Character defined by utilities and industrial buildings, but low priority as a gateway**

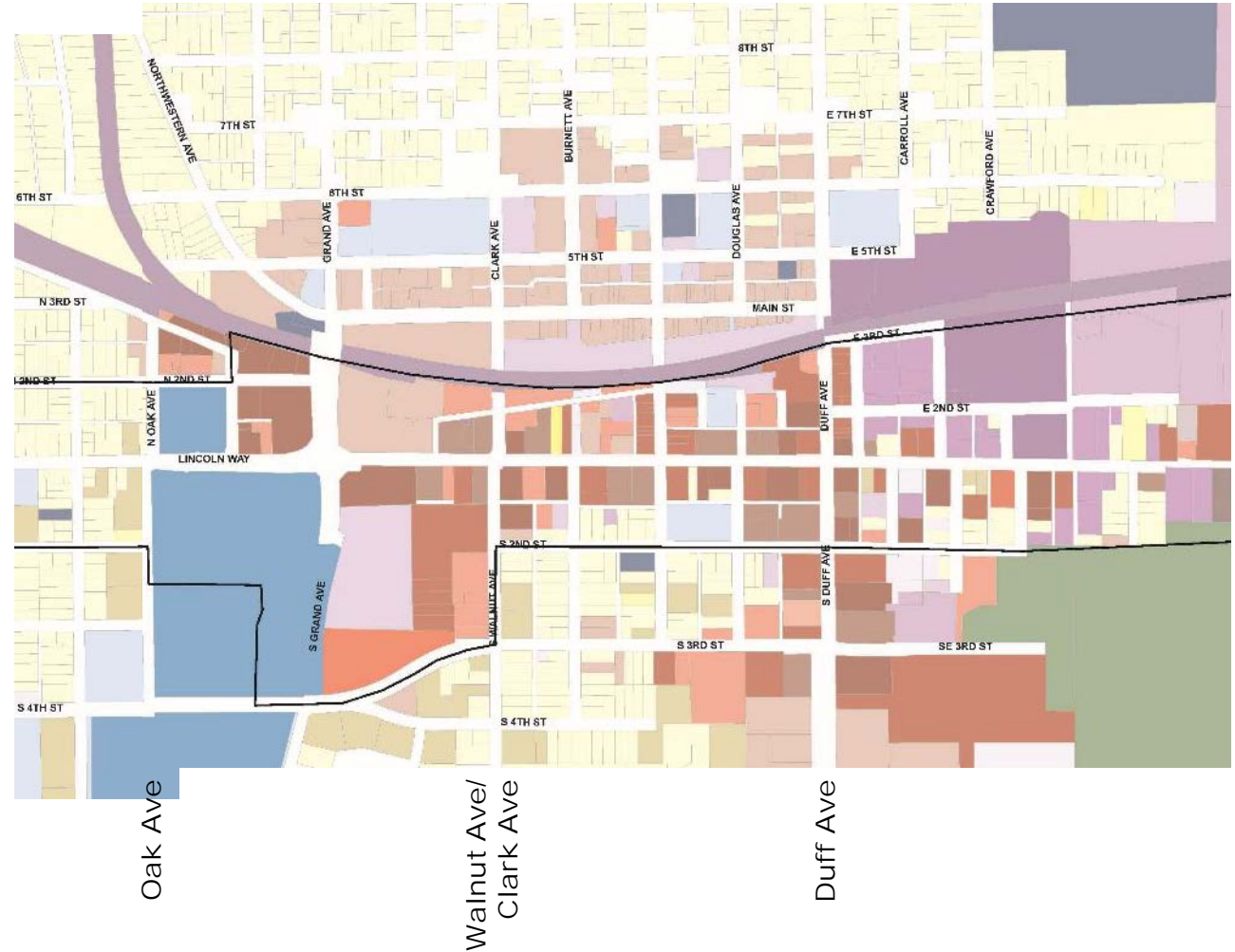




# Creating an Attractive Corridor-wide Character

## ► City Center

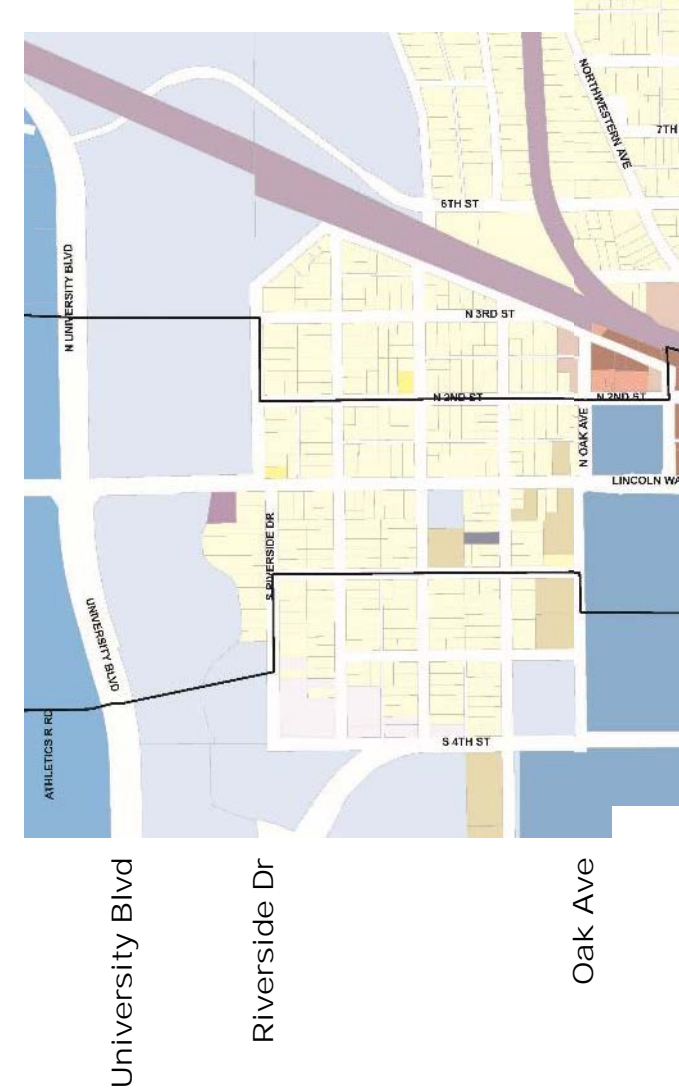
- **Mix of commercial uses along Lincoln Way**
- **Close proximity to Downtown Ames**
- **Frequent curb cuts with unclear on-site circulation**
- **State jurisdiction of Lincoln Way**
- **Inconsistent character that does not reflect traditional design**



# Creating an Attractive Corridor-wide Character

## ▶ Oak-Riverside

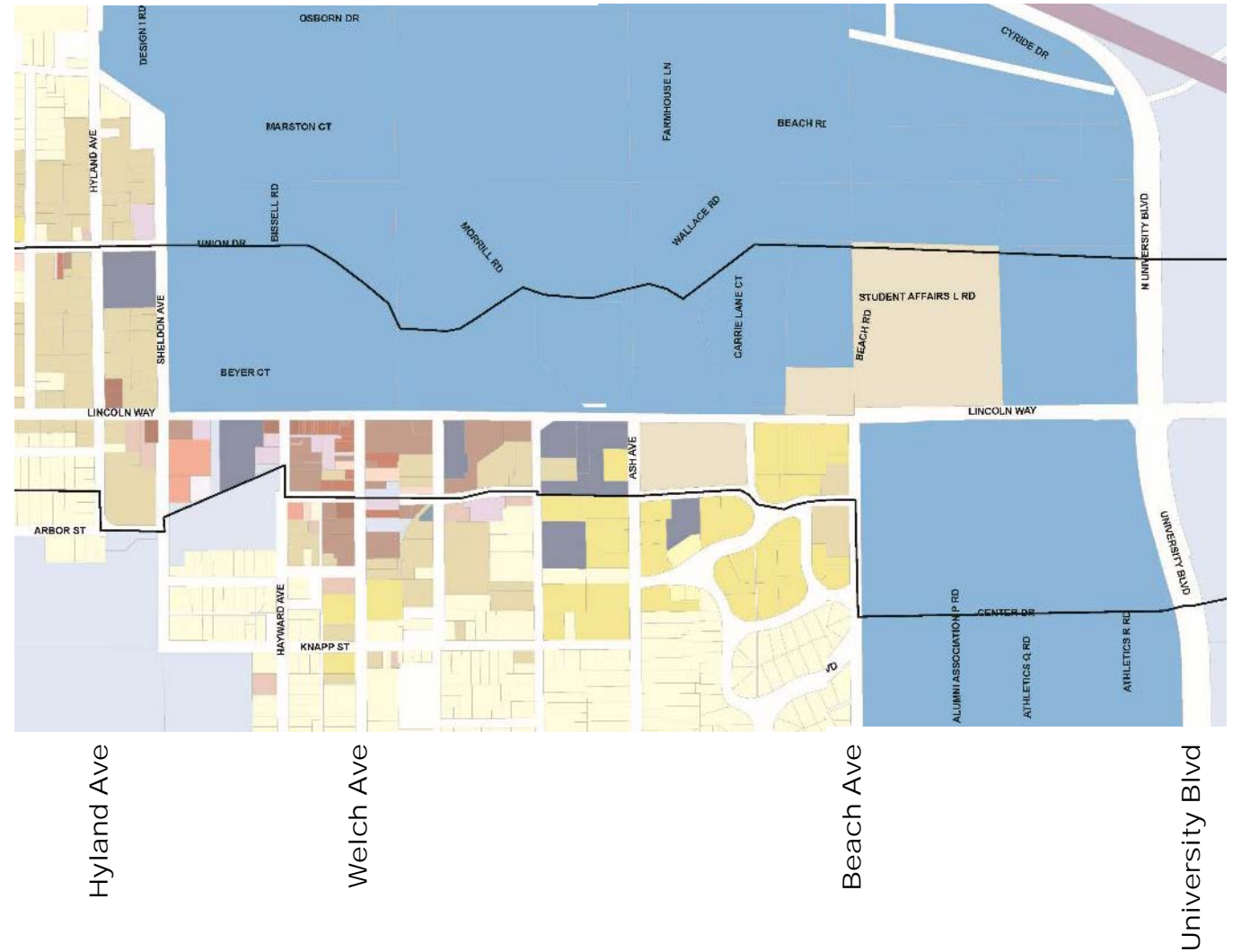
- ▶ **Predominantly single-family or duplexes along Lincoln Way**
- ▶ **Surrounded by single-family neighborhoods**
- ▶ **Transitions to office or industrial uses to the east**
- ▶ **Mix of alley-loaded lots and curb cuts from Lincoln Way**
- ▶ **Residential design character, but lack of space for streetscaping**



# Creating an Attractive Corridor-wide Character

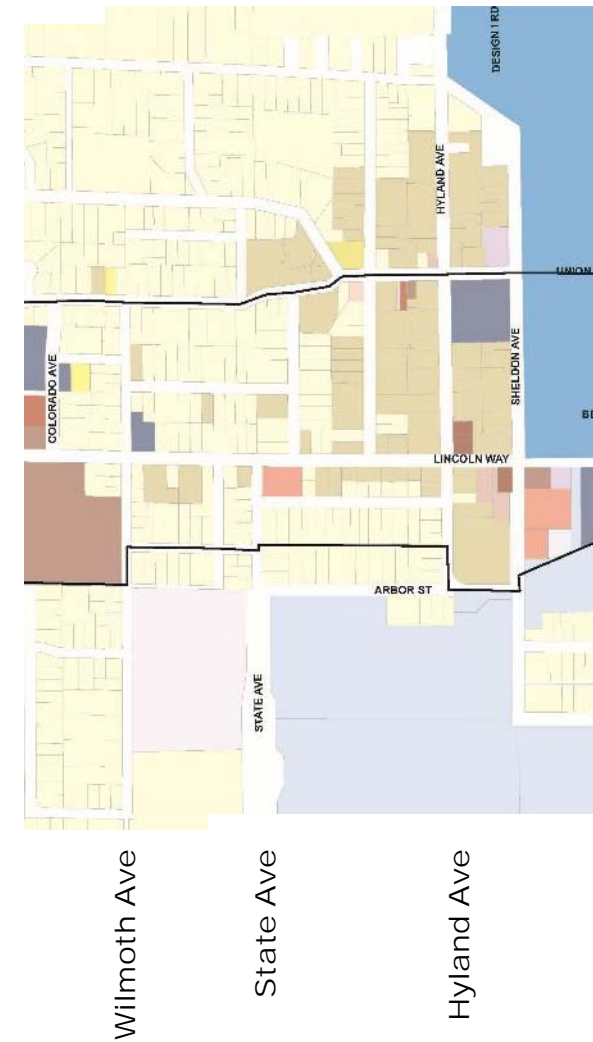
## ► Campustown

- Uses are generally directly or indirectly related to ISU
- Heaviest concentration of pedestrian activity along Lincoln Way
- Multi-modal mobility is a major consideration
- Medians and building design create attractive character



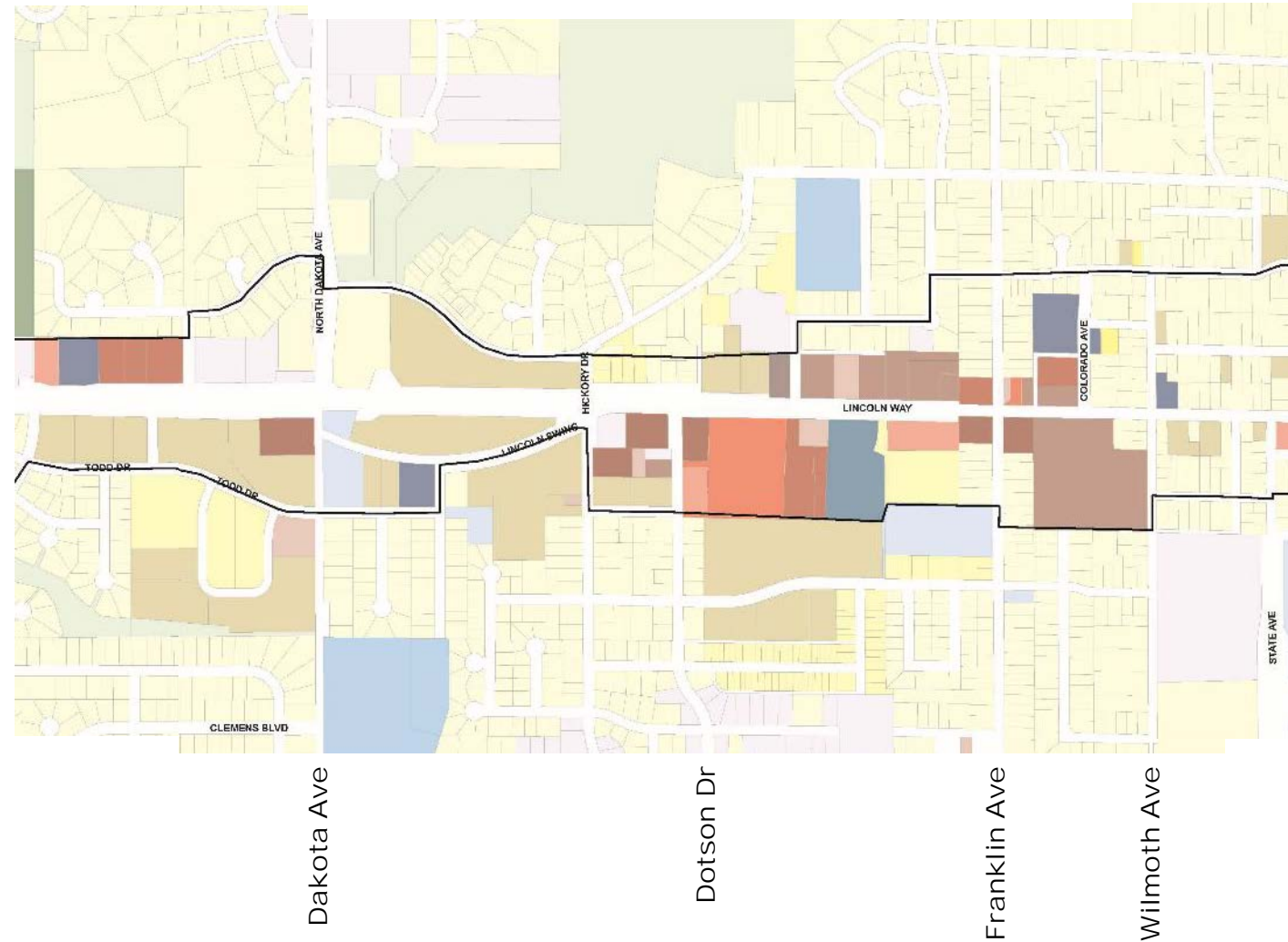
# Creating an Attractive Corridor-wide Character

- ▶ **West Campus Residential**
  - ▶ **Mix of multi-family and single-family housing**
  - ▶ **Surrounded by a mix of neighborhood types**
  - ▶ **Frequent residential curb cuts on single-family blocks**
  - ▶ **Variation in the scale and design of residential types**



# Creating an Attractive Corridor-wide Character

- ▶ **Western Mixed-use Corridor**
  - ▶ **On-going investment in mixed-use development**
  - ▶ **Mix of large-lot and medium-lot commercial uses**
  - ▶ **Portion of corridor with high traffic counts**
  - ▶ **Most “auto-oriented” character along the corridor**

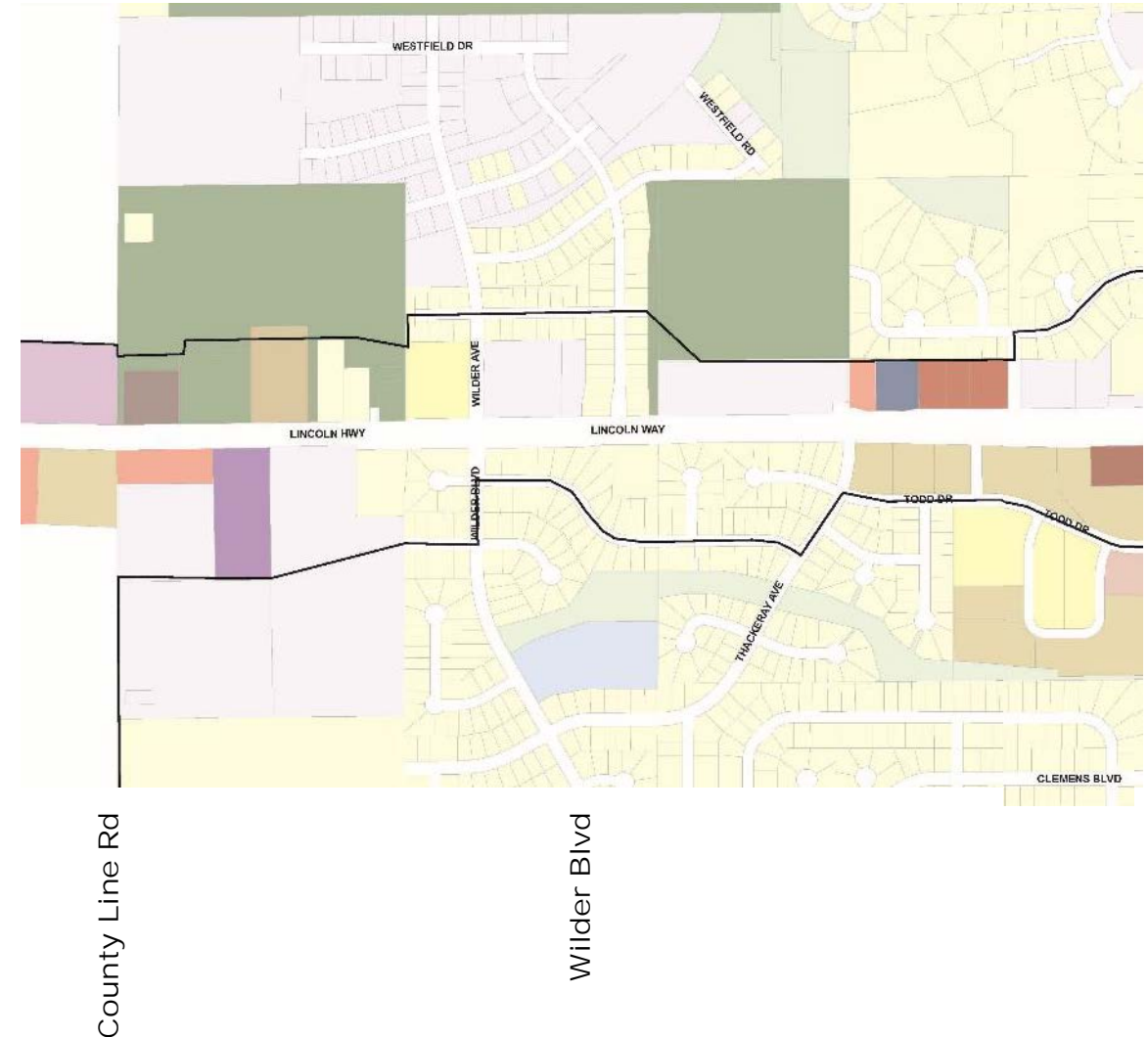




# Creating an Attractive Corridor-wide Character

## ► West Gateway

- **Mix of “rural” commercial and light industrial uses**
- **Residential subdivisions back up to Lincoln Way**
- **High traffic speeds with less frequent curb cuts**
- **More rural character with larger setbacks and greenery**





# Creating an Attractive Corridor-wide Character

- ▶ **Recognize individual “places” while creating a unified character**
- ▶ **Lincoln Highway Heritage Byway is an asset to build upon**
- ▶ **Corridor character will be a product of both public and private investment**
- ▶ **Future character is closely tied to land use and transportation opportunities**

CITY OF AMES

# **LINCOLN WAY**

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# **CORRIDOR PLAN**

## **Potential Focus Areas**

# Potential Focus Areas

- ▶ **All areas will receive recommendations**
  - ▶ **Overall corridor framework plan**
  - ▶ **Corridor-wide land use, transportation/mobility, and character/urban design plans**
- ▶ **Intent of Focus Areas**
  - ▶ **Address areas with short-term potential for investment (5-10 years)**
  - ▶ **Provide policy directions that can be applied elsewhere along Lincoln Way**
  - ▶ **Explore solutions for catalyst project sites**

# SUBAREA OPTIONS

## ► Downtown Gateway

- Connections to Downtown
- Transformation in local land use
- Fragmented property ownership
- Access and parking management
- Roadway configuration and jurisdiction

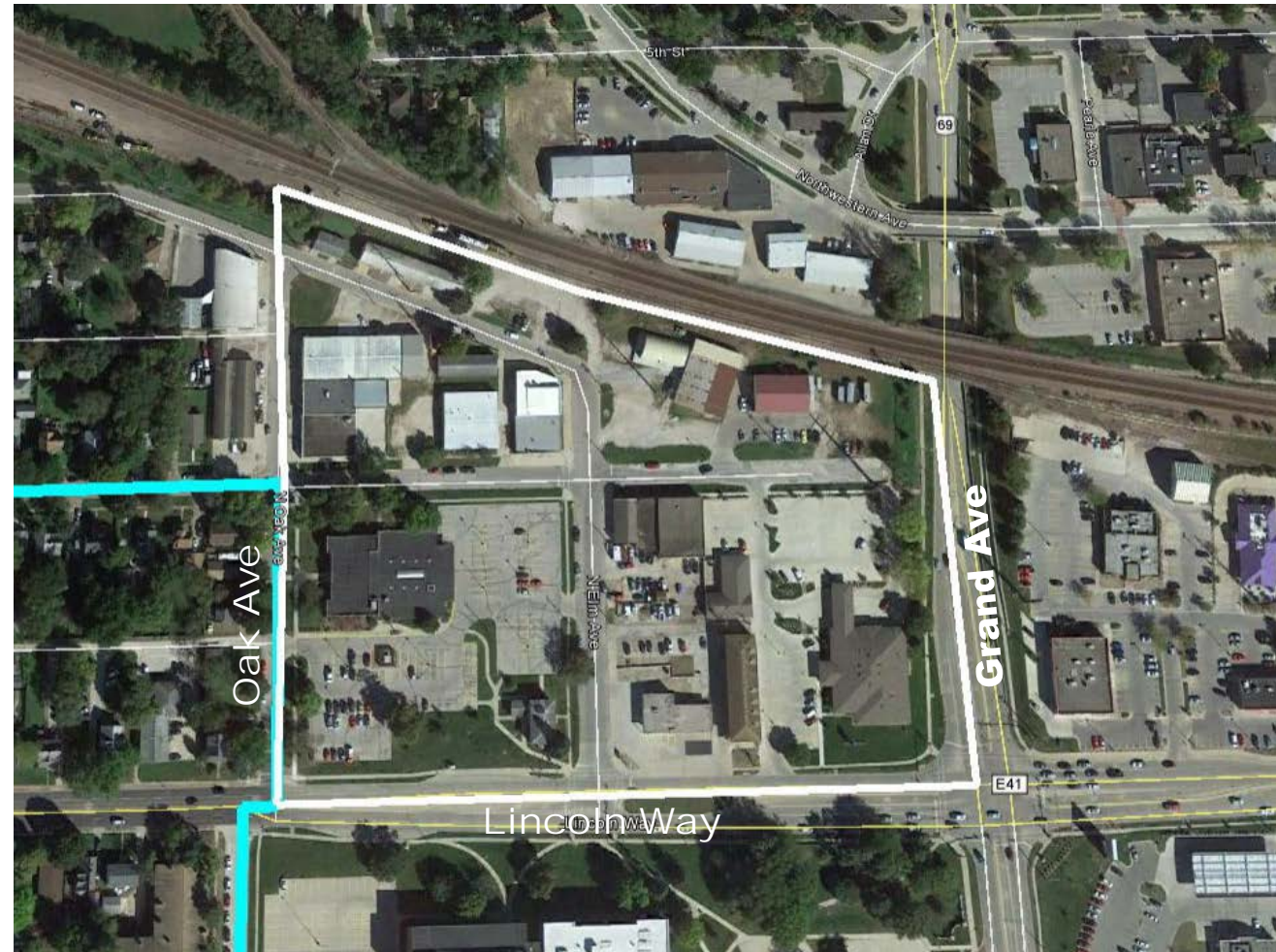




# SUBAREA OPTIONS

## ► Lincoln and Grand

- Potential land use transition
- Relationship to adjacent neighborhood
- Market and physical connections to Downtown

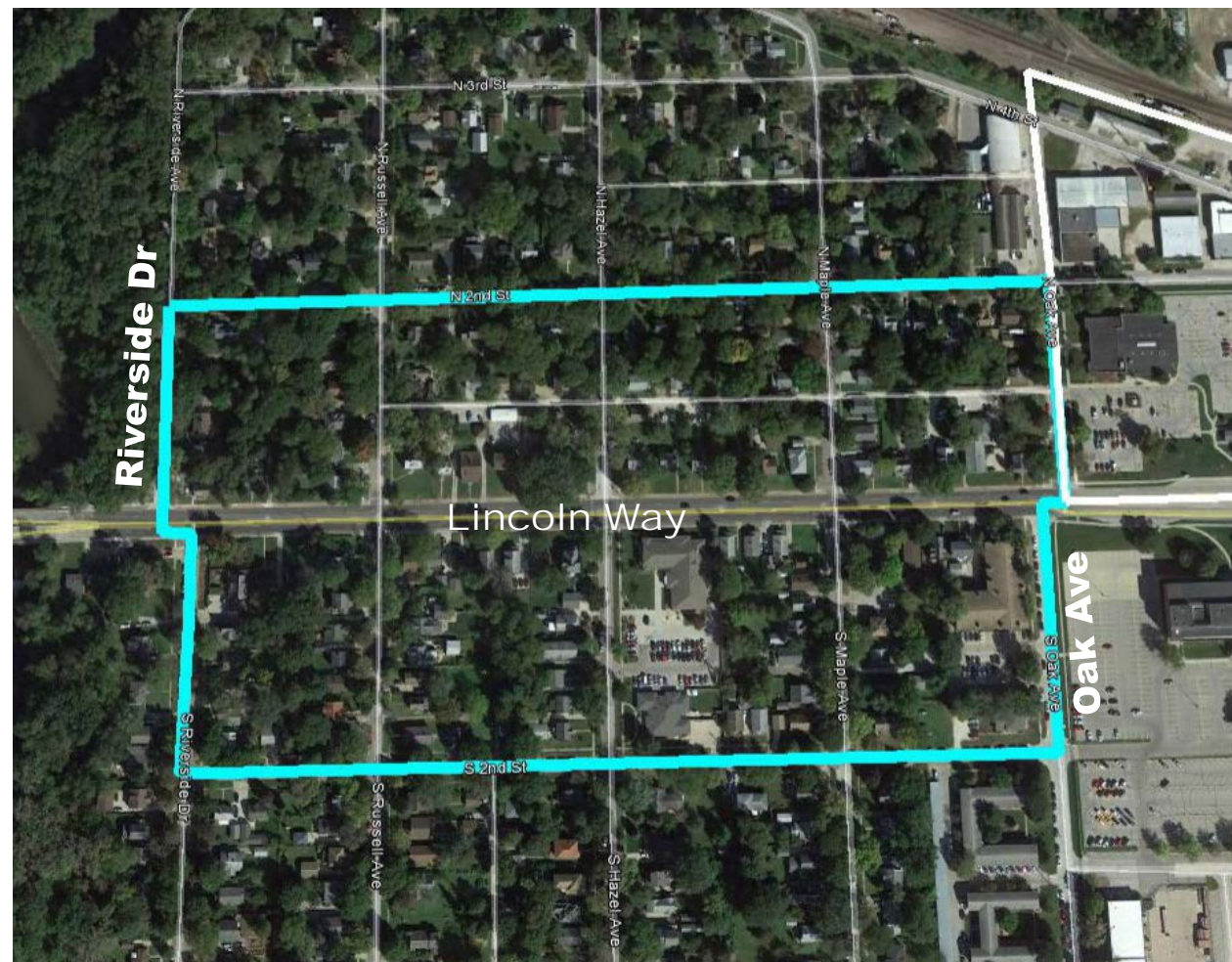




# SUBAREA OPTIONS

## ► Oak-Riverside

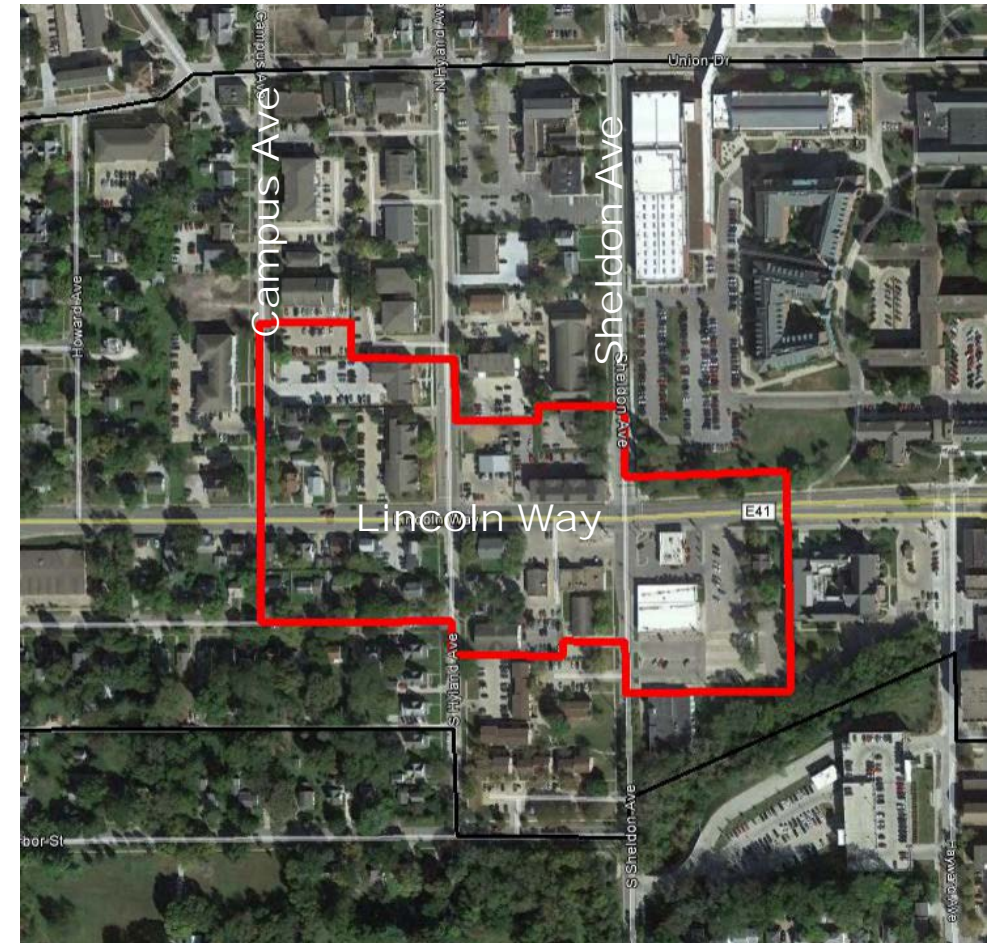
- Condition of housing
- Potential for residential redevelopment
- Varying access management
- Preservation of adjacent neighborhood



# SUBAREA OPTIONS

## ▶ Campustown Transition

- ▶ Transition in local land use
- ▶ Housing or mixed-use redevelopment
- ▶ Relationship to nearby neighborhoods
- ▶ Bulk and scale of Campustown edge
  - This area incorporates a recent area of interest by a development on the 2700 block between Sheldon and Highland.

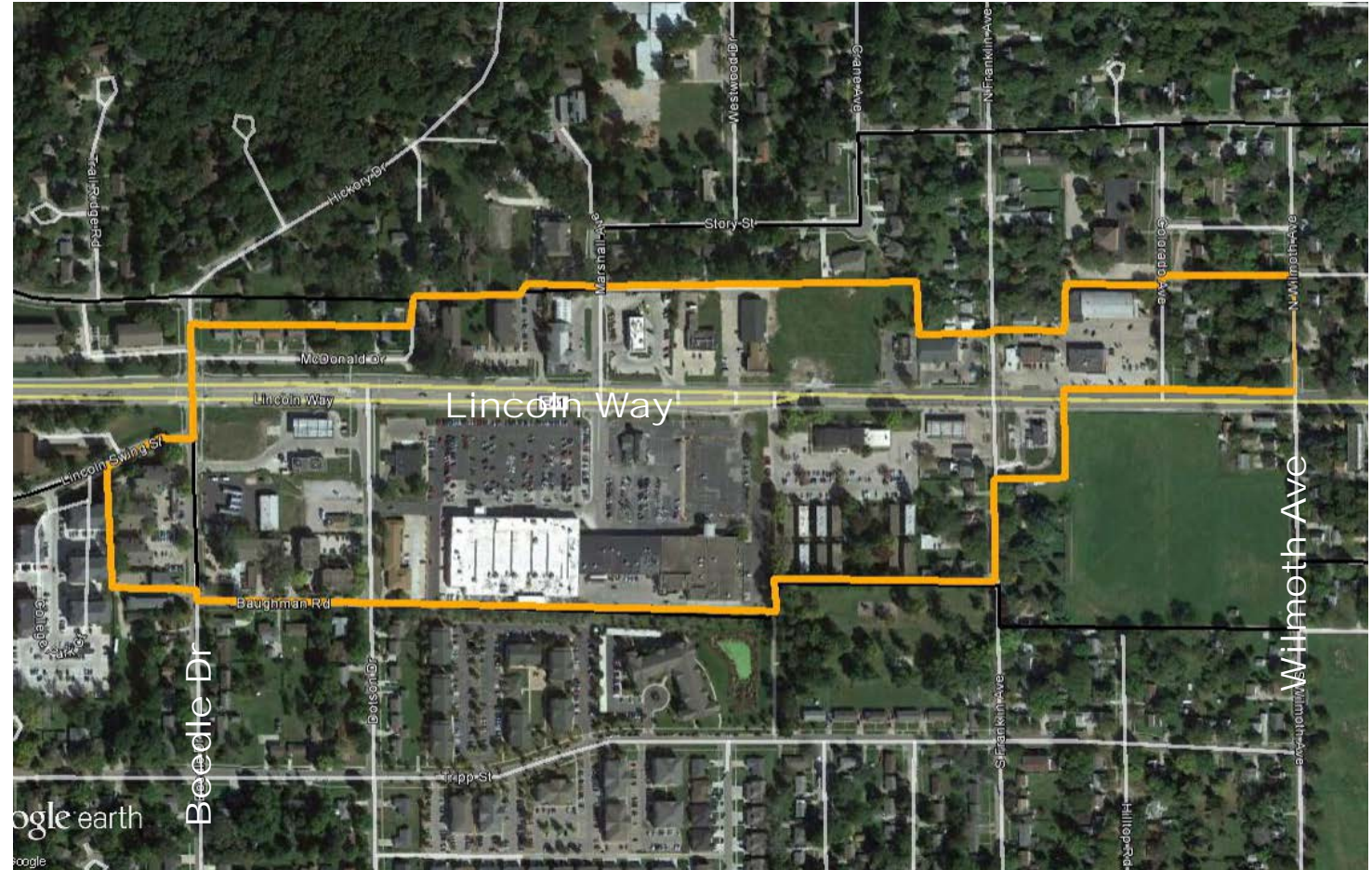




# SUBAREA OPTIONS

## ► West HyVee Retail Area

- Infill in core of commercial area
- Transition to single-family neighborhoods to the east
- Transition to multi-family neighborhoods to the west



# SUBAREA OPTIONS



**THANK YOU!**

**Discussion/Feedback**