

Staff Report

FUTURE LAND USE MAP WORKSHOP

April 21, 2020

BACKGROUND:

City Council last met on February 18th regarding Ames Plan 2040. At that workshop there was a discussion of housing principles and an introduction to the mapping of the City with land use designations for future uses. Some of the key takeaways from the February workshop were an understanding of projected housing needs along with planning for areas to meet these needs that includes the following features:

- Plan for an intentional and diverse mix of housing types within expansion areas of the City;
- Differentiate residential land use based upon neighborhood characteristics beyond density alone;
- Defer consideration of broad-based single-family infill changes, such as accessory living units;
- Allow for flexibility for project-specific context-sensitive infill options based upon redeveloping sites;
- Designate specific redevelopment areas intended for substantial change; and
- Identify near campus neighborhoods as a unique consideration.

DRAFT LAND USE MAP:

The city-wide mapping exercise brings the issues related to housing into focus along with the planned commercial and industrial areas of the City. **The primary goal for this April workshop is to introduce a draft of the future land use map of the city with a description of the designations (Attachment A).** At this workshop the Council will once again be operating in the capacity of a steering committee to gain an understanding of the proposal and provide any necessary direction to RDG. As the first remote workshop meeting through Zoom, the desire is to focus on Council questions and comments after a short introduction by RDG. We do not intend to walk through all the features of the map at the workshop. City Council will have additional time after the workshop to consider the proposal in more depth and provide direction at an upcoming regular meeting, such as April 28th. If additional time is still needed, it could be part of the May 9th agenda.

The proposed mapping scheme essentially divides residential uses into five categories, of which three apply to primarily the existing developed portions of the City and two are primarily for expansion areas. Although this framework is similar to the 1997 LUPP framework for land use designations dividing up the city into New Lands, the allowances within the designations are different to allow for some flexibility on context sensitive infill allowances and more of a description of the character of existing areas. It also supports described potential needs or changes forecasted for these areas. **The intent is to allow for multiple zoning districts to implement the general nature of the land use designations.** Additionally, there are more specific redirection and redevelopment area type designations and overlays that provide more specific guidance on future decisions.

In addition to the residential discussion, the Council is asked to consider the approach to commercial and industrial. There is somewhat of a departure for the current plan in how to depict commercial uses. Rather than use undefined nodes to identify future commercial, areas are shown within expansion area with commercial. Additionally, the relationship of higher density housing is tied to these commercial

centers as appropriate to indicate city preferences. These boundaries are not meant to be completely rigid in the future for rezoning requests as there will be variability in timing and property boundaries, but they do indicate the City's long-term desires for the areas and they should be appropriately accounted for by future development approvals.

For existing commercial areas of the city, staff proposes to differentiate commercial based more upon its nature as community based retail/office, general and service commercial, and neighborhood areas than its location in the city. This is a departure from using Highway Oriented Commercial nomenclature to describe older commercial areas differently from new commercial areas with nodes. This is an important distinction compared to the 1997 LUPP because it identified different expectations for new commercial in growth area nodes, but did not include much in the way of standards for existing areas. Yet many existing areas redeveloped and evolved, such as South Duff, and are now very similar to what was expected for growth areas. Importantly, mixed use of having residential and commercial together is reserved for specific areas. Staff recommends these mixed-use residential allowances only for targeted areas. Commercial uses and needs are one of the more significant variables in formulating this plan. Staff believes applying community design characteristics across commercial zones will help support a condensed approach to commercial land use planning. This issue can be explored in more detail in the future community character topical discussion.

Industrial areas are described as Employment to reflect that many of today's jobs are not traditional manufacturing and warehousing activities, but instead include research and office uses. Staff intends for there to still be differentiated industrial zoning to distinguish between the true general industrial uses and those that are more office oriented. One of the key decisions for Council will be the acceptance of general industrial uses compared to the 1997 LUPP that strongly discouraged general industrial expansion and preferred planned industrial office and business parks. The East Industrial Area is an example of an area that needs to be explored in detail during the rezoning process as it is currently zoned Agriculture. Staff intends to carry forward polices about discouraging resource intensive uses, which could impact the level of service and cost to serve the community. Preferred industrial uses are often discussed in regards to water and sewer treatment capacity and the compatibility of activities with other uses in an areas based upon odors, chemical safety, and efficiency of using urban land.

STAFF COMMENTS:

The overall mapping approach tries to encompass the broad direction from Council regarding related influences of transportation, land use, and housing principles. Staff believes that in addition to general guidance about the approach, there is a need for Council to consider some specific unresolved issues to help complete the draft plan. These include:

1. *Redevelopment, Redirection, and Urban Corridor designations reflect intended areas of change.*

The December workshop on Land Use Principles included work by RDG envisioning large and small areas of change with redevelopment. Some of those areas included prior work from the Lincoln Way Corridor Plan, but also new ideas such as east of South Duff, Northwestern near Wheatsfield, and properties adjacent to the Mall. The proposed map uses a variety of designations to articulate that change from existing conditions is anticipated and desirable. Follow up studies will be necessary for some areas that required more involved coordination, such as East Lincoln Way and the current South Lincoln Mixed Use District generally described as 2nd Street to 4th Street from Walnut to South Duff.

2. *University Influenced Areas and Near Campus Neighborhood Designation/Overlay*

Attachment B is a close up view of the areas near campus. Issues depicted on the map include, defined redevelopment area options, supporting intensification along the Lincoln Way Corridor, considering West Street/Highland Avenue as an urban "Village" recognizing its higher intensity housing and commercial mix, additional redevelopment area along Hunt Street, and the current Rental Code Near Campus Neighborhood Designation (Attachment C).

The primary objective for this area overall is to identify desirable infill/redevelopment areas while trying to balance the single-family neighborhood conservation interests for areas further away from campus. Input from the Lincoln Way Corridor Plan, Infill Design Exercise, and existing policies influenced the proposed mix of designations. There is a greater allowance for intensification in general than the current LUPP. Some of the important policies for implementation will be lowering parking standards and including design requirements to recognize the walkability or transit accessibility of the areas

3. Commercial Area Planning

Much of the redirection and redevelopment areas impact existing commercial development. Input during the process asked for Council to consider future commercial needs related to displacement, not just new commercial needs with growth. This is a significant issue for the East Lincoln Way area. Council asked the team to consider redevelopment plans east of Duff Avenue, which would affect a great number of miscellaneous commercial businesses. If the Resource Recovery Plant remains in its current location it would be difficult to support conversion to housing or mixed use in the area. If the area remains only commercial it can meet some of the displacement needs in the center of the City, versus asking for new development in expansion areas. A related issue is creating a General Commercial category that is a hybrid of industrial service use with highway oriented commercial activities. This reflects the mix that current exists on Lincoln Way and is believed to be a need going forward for smaller business that are not traditional office and retail, but can be compatible with such uses. Holding these areas to aesthetic and design standards of a commercial quality rather than industrial would be beneficial.

4. Flood Plain Commercial Development

The proposed land use plan does not alter current commercial development designations in relation to the flood plain. This means areas along South Duff, SE 16th Street, and Dayton Avenue are planned for further development consistent with current standards and policies as many of these areas have already been partially developed. However, one issue that comes into focus when considering redevelopment, environmental, and transportation goals is the planned extension of Cherry Street to South 3rd and South 5th. This extension is viewed as future parallel route to South Duff, but could open up access to additional desirable commercial land near the center of the City. This area is currently Agriculture or Open Space. Conceivably up to 30 acres of usable land outside of the floodway, but within the flood plain, could be added to the commercial land use designations. Adding this area would likely be in response to constructing the Cherry Street extension, rather than a reason to construct it.

Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
RESIDENTIAL NEIGHBORHOODS 1 (Traditional Areas)	<ul style="list-style-type: none"> • Typically early 20th Century development • Largely but not exclusively residential. • Mixed housing densities and configurations, including SF detached & attached, individual multifamily buildings. • Generally small site, fine-scale • Connected traditional grid, street/sidewalk continuity. Sometimes with alleys • Transit access in some dense areas 	<ul style="list-style-type: none"> • Residential neighborhood conservation is primary goal • Permitted density < 8-10 du/A • Maintenance of SF character on residential blocks • Selected infill, including attached units and small townhome developments • Small-scale office and commercial uses with limited traffic generation that preserve residential scale. • Infrastructure rehabilitation where necessary • Support for owner-occupied housing stock options • Maintain transit support in denser areas, plan for alternative modes of transportation and access • Use design and character priorities in place of density for planned developments/small infill options
RESIDENTIAL NEIGHBORHOODS 2 (Established Areas)	<ul style="list-style-type: none"> • Typically mid to late-20th century through 21st century development • Largely but not exclusively single-family, with some attached and small-scale multi-family • Relatively large single-use blocks • Common pattern of automobile-oriented design with front-loaded garages. • Variety of lot sizes, many smaller home sizes • Larger scale grid and curvilinear streets, cul-de-sacs and loops • In some cases, internal pathways and cluster development • Limited or no transit access 	<ul style="list-style-type: none"> • Maintenance of SF character on residential blocks • Recognize much of the housing stock as affordable ownership options • Density typically less than 5 du/A • Selected infill, including attached units and small townhome developments adjacent to existing attached units and adjacent to public uses. Design and character priorities for planned developments/infill options • Neighborhood identification and strategic enhancements • Small-scale office and commercial uses with limited traffic generation as a special use on thoroughfares/boulevards and mixed use avenues • Infrastructure rehabilitation where necessary • Recognize street hierarchy when considering changes in land use and transportation, including alternative modes • Support transit service extensions in select areas

Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
<p>RESIDENTIAL NEIGHBORHOODS-3 (Expansion areas, Northridge Heights, Ringgenberg)</p>	<ul style="list-style-type: none"> • Contemporary but diverse development options in planned expansion areas of the City, known as FS zoned areas • Primarily residential and largely single-family at low and medium densities • Conventional suburban lot sizes are common • Access to green space and internal paths is common • Curvilinear street networks, minimizing cul-de-sacs, but somewhat limited connectivity at times • Common pattern of automobile-oriented design with front-loaded garages. • Includes small commercial nodes • Limited or no transit access • Commonly incorporate open space and trails 	<ul style="list-style-type: none"> • Support for wide range of housing types and price points, need to incorporate attainably priced owner occupied housing • Planned development concepts based on Core nodes with higher intensity and corridors through developing areas • Use design standards to address design flexibility for smaller lots, multi-family, architectural character, environmental factors, and open space • Higher residential densities encouraged on multimodal streets and potential transit routes, including Core areas with mixed use • Support for diverse housing types in planned development areas, including attached SF, accessory units, detached SF • Minimum gross density of 5 du/A for new development in single-family areas (target net density minimum of 3.75 du/A) • Development densities in Core areas may exceed 20 units per acre to create diverse opportunities and transit serviceable areas. • Use planned housing mix to achieve diversity, not just density. Allow for planned Villages with commercial in some areas. • Low-impact office/commercial development as part of original plats • Street, sidewalk, and trail connectivity • Provision for neighborhood parks and trail connections • Plan to accommodate transit extensions into developing areas by design and density levels



Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
MULTI-FAMILY NEIGHBORHOODS	<ul style="list-style-type: none">• Large groupings or concentrations of attached, townhomes, low-story multifamily• May include some commercial or community services• Single-family is atypical and not desired• Often but not always in unified developments• Parking and circulation are sometimes internalized• New developments may include private amenity space for residents	<ul style="list-style-type: none">• Higher residential densities encouraged on multimodal streets and potential transit routes• Typical gross density > 16-20 du/A, some areas are medium density of approximately 10-15 du/A• Low-impact office/commercial development integrated into original project design• High priority for transit accessible development• Building design and housing types should serve a diverse market and not be designed as student housing• Consider reduced parking rates in walkable and transit accessible areas• Some older areas may redevelop housing stock from lower density multifamily to higher density housing. Ensure capacity exists to serve higher density infill and fits surrounding character and scale• Some areas may be designated for redevelopment with a goal of increasing density compared to current conditions• Consider measuring intensity by bedroom configurations compared to dwelling units due to larger apartment sizes



Land Use Categories: **Neighborhoods**

Category	Characteristics	Policies
VILLAGE NEIGHBORHOODS (Principally Expansion area or potentially a sub area plan)	<ul style="list-style-type: none"> • Based on master development plan • Strongly connected mixed uses as a “place” or district • High street and path connectivity, highly walkable design where vehicles are secondary • Individual development areas may have separate dominant uses but relate to each other • Interior planned “village center” • Common open space and community streets as elements of urban structure • Thematic street character 	<ul style="list-style-type: none"> • Flexible infrastructure standards suited to village concept • Recognition of multiple ways to accomplish village design with an emphasis on walkability, functional public space, appropriate street design, and green infrastructure; provide flexibility in how these goals are accomplished • Similar design approach to a PUD to ensure details for mixed use and design are successful, allowing for greater density and commercial uses more than other options • Overall minimum gross density > 5 du/A; some Centers may have much higher density • Encourage a mix of housing types and urban character rather than spacing of suburban home lots • Avoid dictating specific architectural style; however some styles (e.g. craftsman) have features more consistent with intended character than others (e.g. colonial) • Plan for future transit service and alternative modes of transportation
UNIVERSITY NEIGHBORHOODS (Potential Overlay)	<ul style="list-style-type: none"> • Strong of influence of ISU campus • Largely multi-family, high-density, plus other campus related residential • Concentrations of off-campus student housing in SF dwellings • Land use controversy at interface with surrounding neighborhoods or single-family enclaves • Street grid with some interruptions • High density of CyRide service • Include some secondary commercial, sometimes at street level 	<ul style="list-style-type: none"> • Unique housing influences based upon percentage of student occupied housing and higher rates of transient housing • Support policies of upkeep and reinvestment to maintain a balance of housing types within individual neighborhoods. • Infill and redevelopment is generally not expected in these area in order to maintain a balance of housing types and manage pressure for conversion of neighborhoods. • Other planning goals along Lincoln Way or near centers may influence redevelopment policies and options seperately



Land Use Categories: Centers

Category	Characteristics	Policies/Examples
<p>COMMUNITY COMMERCIAL/RETAIL <i>Examples: North Grand Mall, 13th and I-35 commercial, South Duff from 3rd to 5th</i></p>	<ul style="list-style-type: none">• Major commercial destinations• Includes both Mall and large-format free-standing commercial• Usually auto-oriented with large parking lots, often sized to peak parking needs• Typically separated from street by parking• Arterial or interstate visibility and access• In built-up areas, proposed retrofits for better alternative transportation access, new uses	<ul style="list-style-type: none">• Re-evaluate parking needs in light of potential alternative transportation modes and actual parking demands• Redesign large parking areas for better user orientation and pedestrian/bicycle access, reduce influence of parking• Improve street orientation and connection of building entrances to the public domain• Implement access management along corridors, reduce the number of curb cuts, and encourage interconnectivity of parking areas and shared access points• Consider incorporating multi-family residential or other complementary uses and development types on selected sites and corridors when furthering establishment of a neighborhood• Provide secondary circulation where possible to separate local and through traffic streams• Improve the physical appearance and safety and functionality of transportation alternatives, including transit



Land Use Categories: Centers

Category	Characteristics	Policies/Examples
<p>NEIGHBORHOOD CORE/NEIGHBORHOOD CORE MIXED USE</p> <p><i>Examples: Lincoln Way from Franklin to Beedle, Somerset town center</i></p>	<ul style="list-style-type: none">• Serves local consumer needs for a district of the city or group of neighborhoods• Smaller scale development may include convenience commercial, personal services, specialty or small-retail, grocery, small multitenant building, child care, local services and office uses,• Many older sites nonconforming to modern design standards• New development to enhance pedestrian/bicycle access, deemphasize parking• Usually at arterial or arterial/collector intersections• In planned village developments, locations may be internal, established as a central element of a surrounding neighborhood environment• Includes or adjacent to multifamily for service convenience.• Mixed use areas may include a residential component• Transit access is common	<ul style="list-style-type: none">• Encourage walkability and planned relationships and linkages among separate buildings• Provide a strong relationship and orientation to surrounding public streets• Explore innovative site design, especially when adjacent to residential areas, including 360 degree design and pedestrian/bicycle connectivity to surrounding neighborhoods• Incorporate residential uses at low to medium densities with household living above commercial into planned developments or in mixed use core areas• Develop a high quality, human scale streetscape as part of development design; incorporate small and effective public spaces• Accommodate existing or future transit accommodations• Support incremental upgrades to nonconforming properties• Maintain a mix of uses for everyday needs, not a concentration of employment or specialty medical type uses in core areas.



Land Use Categories: Centers

Category	Characteristics	Policies/Examples
<p>CORE DISTRICTS <i>Examples: Downtown Ames, Campustown</i></p>	<ul style="list-style-type: none">• Principal mixed use central districts and image centers for Ames: Downtown and Campustown• Variety of uses, with a focus on street-oriented “main street” retail, food and beverage establishments, civic and public facilities, offices, services, medium and high-density residential, and innovation/maker space• Include significant public space, capable of accommodating a range of activities, from individual passive use to public events• Pedestrian orientation, with important sidewalk environments• Parking provided on-street or in public lots or structures, rather than by individual businesses• Major transit centers	<ul style="list-style-type: none">• Continued investment and updating of the public environment as community destinations• Recognize areas as employment and activity areas, including support for nightlife• Improvement of routes and facilities for alternative transportation, including bicycle infrastructure and parking; comfortable and direct connections to the city shared use path system• Support for continued urban commercial and mixed use development• Marketing and management programs for maintenance, event programming, and district promotion• Updating of specific district development plans and design guidelines• Evaluation of street sections to retain customer convenience but emphasis use by pedestrians, bicyclists, and users of micro-mobility modes• Allow for high intensity infill development options that meet street level design objectives• Support Historic District design character for Downtown.



Land Use Categories: **Special Development**

Category	Characteristics	Examples
URBAN CORRIDOR <i>Examples: Lincoln Way, Potentially South Duff, 13th, 16th</i>	<ul style="list-style-type: none">• Major strategic arterial corridors• May connect regional, community, and neighborhood mixed use nodes• Auto-dominated now, require greatly improved connectivity for other modes• Potential for denser redevelopment with more efficient site design, use of unnecessary parking, infilling of left-over sites• Potential for increased residential presence,• Repurpose of aging and out dated buildings• Different community roles and commercial mixes• Often are identifiable images of the community, for better or worse• May require specific development plans and zoning overlays to address unique needs, such as the Lincoln Way Corridor Plan• May be important transit corridors, but only with adequate supporting residential density	<ul style="list-style-type: none">• Provide greater connectivity and accommodation for active transportation modes• Re-evaluate parking needs in light of potential alternative transportation nodes and actual parking demands• Manage street access and increase parking efficiency by consolidating access points, interconnecting parking lots, and sharing common access points• Incorporate medium- and high-density residential use on underused sites, unnecessary parking areas, and gaps along the corridor of Lincoln Way• Follow principles of Lincoln Way Corridor Plan, not all areas for high density development, contextual infill desired• Improve direct pedestrian connections from public sidewalks to business entrances• Improve the quality and character of the public street environment, consider beautification efforts as identity of City• Organize corridors increasingly as “districts” with common theming, promotion, and maintenance• Provide functional small public places at key locations and nodes• Improve customer accommodation for transit



Land Use Categories: **Special Development**

Category	Characteristics	Examples
REDIRECTION AREAS <i>Examples: East Lincoln Way, Duff to Sondrol; 6th and Grand “triangle,” West Lincoln Way sites</i>	<ul style="list-style-type: none">• Opportunities for major redevelopment• May include a variety of current uses, including low-density or scattered residential, small industrial uses, transitional or interim commercial uses, storage, and other marginal activities• In many cases, location near major activity centers or community features produce a market demand for upgraded land use• Currently low-density/low yield areas	<ul style="list-style-type: none">• Develop and implement concept plans to guide future development and decision-making• Support private land assembly and redevelopment activity• Ensure public facilities support desired redevelopment intensity• Incorporate important existing community assets in redirection proposals, including existing strong businesses and important structures• When applicable, make surplus public properties available to redevelopers• Residential redevelopment should encourage housing variety, income diversity, and other public policy goals• Commit to redevelopment plans when considered as part of cohesive plan for an area



Land Use Categories: **Employment**

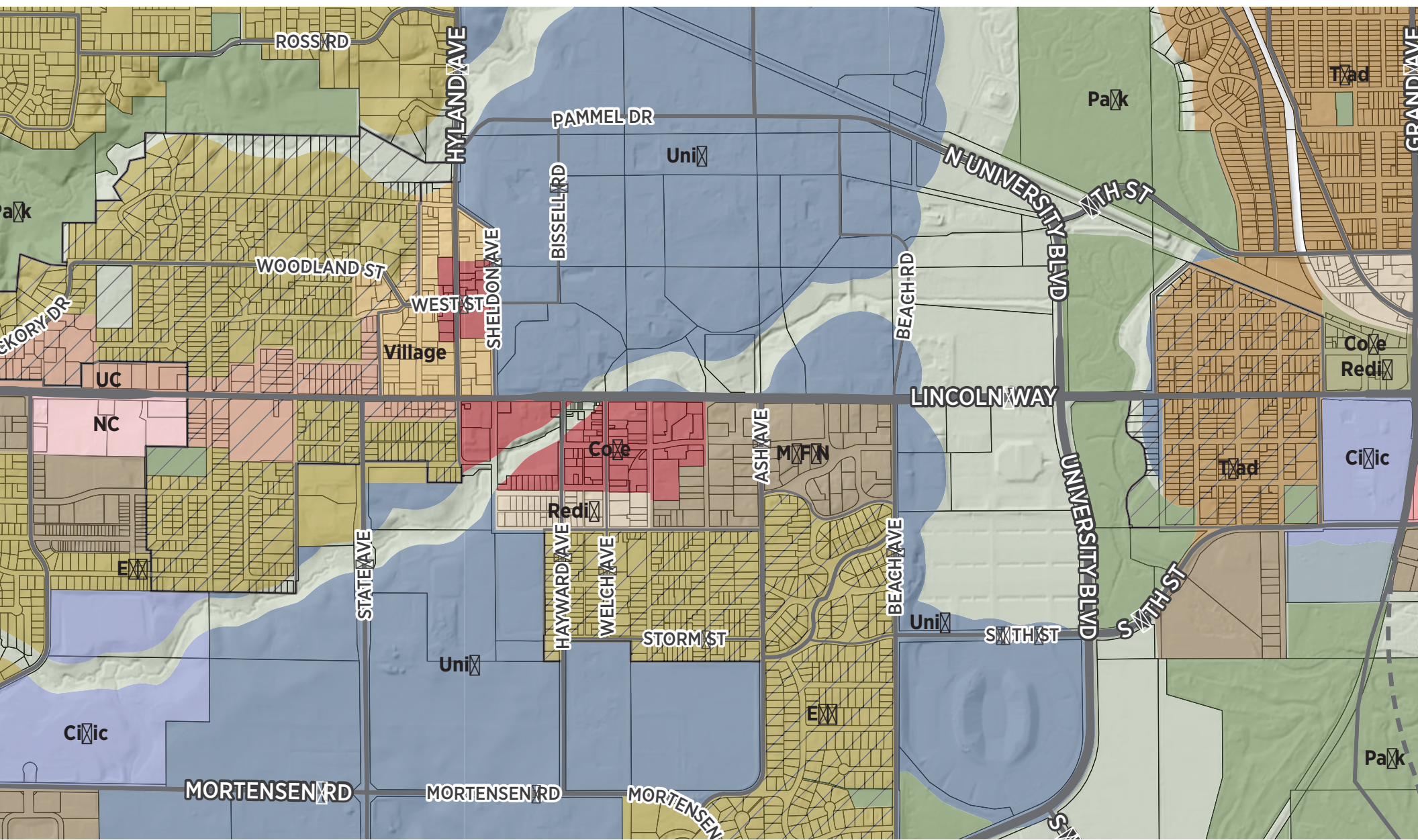
Category	Characteristics	Policies/Examples
<p>GENERAL COMMERCIAL (mix of commercial and light industrial, service uses) <i>Examples: East Lincoln Way</i></p>	<ul style="list-style-type: none">• Wide variety of commercial uses, including non-retail commercial such as trade services and automotive sales and services• May also include more consumer-oriented uses and services• Also includes light and small-scale industrial• Sites may include substantial outdoor storage and activity• Utilitarian site use, generally minimum landscaping• Generally small to medium sites differentiated from larger industrial operations	<ul style="list-style-type: none">• Improve street appearance to the degree feasible, with strategic landscaping, definition of parking areas and driveway access, upgraded building facades or features• Apply commercial design standards for compatibility and transitioning rather than industrial standards• Screen outdoor storage or minimize exposure from public right-of-way• Provide screening and landscaped buffering against any adjacent residential uses.• Where possible, manage street access with shared driveways and parking/service area interconnections



Land Use Categories: **Employment**

Category	Characteristics	Policies/Examples
Employment (Industrial areas of City)	<ul style="list-style-type: none">• Mix of traditional manufacturing warehouse activities east side of the City and office and R&D uses in ISU Research Park and areas near South Bell.• Older areas single purpose larger lots, minimal business park style of development• High impact and heavy industrial uses• Very large blocks and street lengths are typical outside of office areas• Truck traffic and access to regional facilities is good	<ul style="list-style-type: none">• Apply aesthetic enhancements to sites along major corridors• Use economic development tools and standard to support resource and environmentally conscious uses, minimize water and sewer capacity demand• Screen outdoor storage or minimize exposure from public right-of-way• Provide screening and landscaped buffering to address building scale and typical utilitarian appearance• Plan for improved pedestrian connectivity and access for alternative modes of transportation• Plan for truck traffic on established routes to minimize disruption to other areas of the City.





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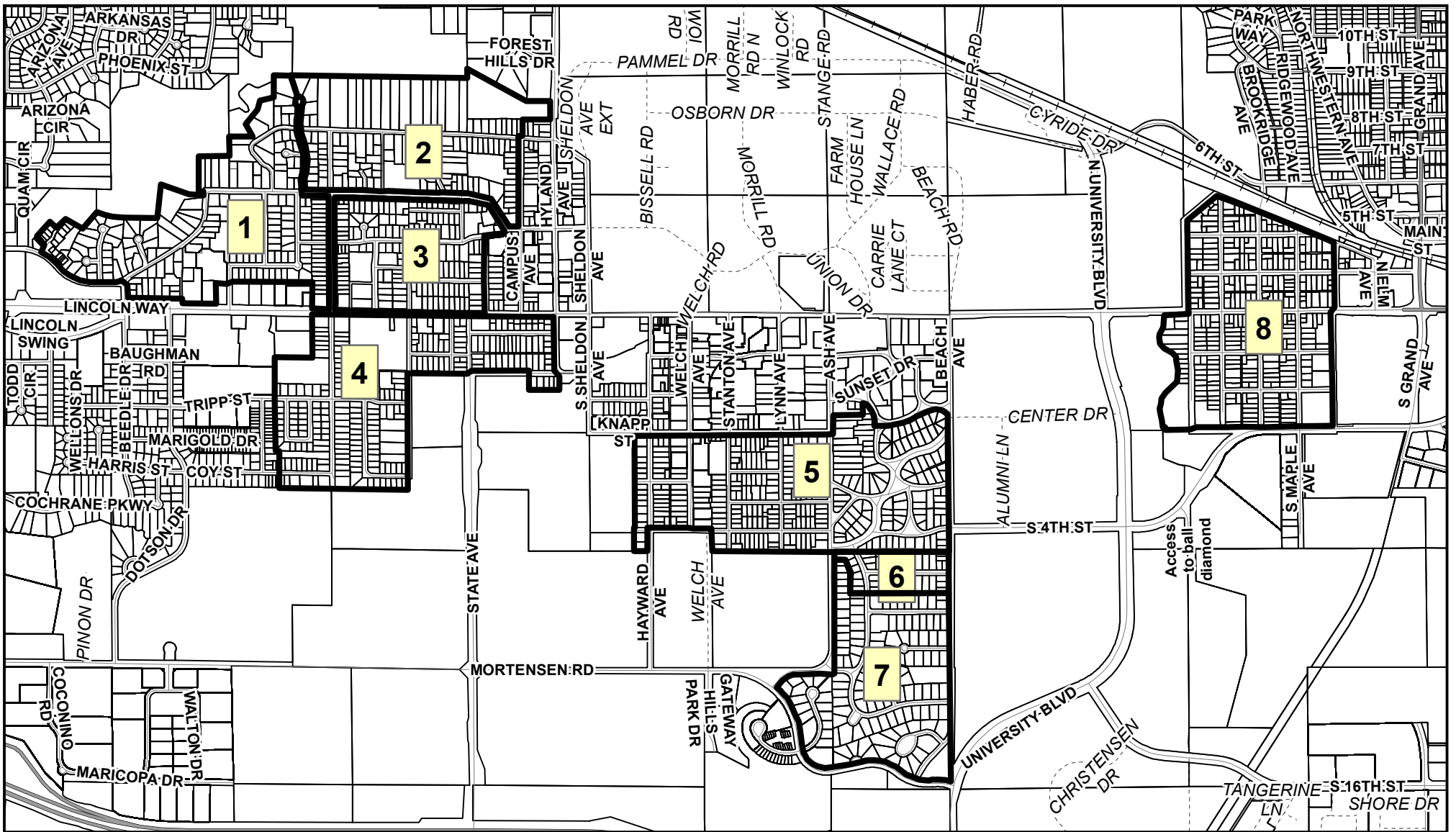
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Near Campus Neighborhoods

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| <input type="checkbox"/> | 3. Westside | <input type="checkbox"/> | 8. Oak-Riverside |
| <input type="checkbox"/> | 5. SCAN - North | | |



City Council Approved April 24, 2018, in regards to Chapter 13 (Rental Code) of the Ames Municipal Code