

Staff Report

**Lincoln Way Mixed Use Development Project for the Downtown Reinvestment District**

November 23, 2021

**BACKGROUND:**

The City of Ames has identified the area along Lincoln Way between Clark and Kellogg as a priority area for redevelopment as part of the Downtown Gateway Focus Area within the Lincoln Way Corridor Plan. Over the past three years many of the properties on the north side of Lincoln Way have been acquired and assembled for the purpose of redevelopment in accordance with the Downtown Gateway Zoning district. (Site Location Map Attachment A).

This site was included as part of the City's Downtown Reinvestment District Preliminary Application that was submitted to the State in February 2021. The concept project with the initial Reinvestment District application included a hotel, conference space, housing, office, and commercial uses. The property owner has been working with development partners to formulate a more specific redevelopment project for City Council approval and for the use as part of the City's final application for the Reinvestment District that is due in February 2022. The development team in consultation with city staff have refined a concept that is now suitable for an update to the City Council on the design of the site and mix of uses.

**It should be emphasized that at this time this information is intended as an update from the development team on their intended plans for the site and it is not a formal proposal for approval of the project. The developer intends to pursue a development agreement with the City yet this year and complete the agreement for the development before the February 2022 Reinvestment District application deadline.** Development of the site will require subsequent formal approval of Major Site Development Plans, among other permits and approvals by the City.

The attached conceptual design plans depict redevelopment of the site along Lincoln Way with a northerly extension of a pedestrian bridge from the site over the Union Pacific Railroad to a new public parking garage located within the CDB Parking Lot. The site consists of all of the property between Gilchrist and Lincoln Way from Clark to Kellogg, with the exception of the corner properties at Gilchrist and Kellogg. The proposal includes the acquisition of the City's well site along Gilchrist and for partial vacation of the alley near Kellogg. The public parking garage is on City property, but the pedestrian bridge would require additional acquisition of easement rights or property for its construction north of Gilchrist. The conceptual design plans are included as Attachment B.

The general building height and massing are represented for the project with the attached concepts. The plan shows a 10-story hotel with a top floor restaurant, an 8-story office building with ground floor commercial, and mixed-use residential buildings that are 4-6 stories. The layout includes some on site parking to meet the typical needs of residential, office, and hotel users with a goal of meeting additional office parking needs with parking in the public parking garage north of the tracks. Primary access to the site will be from Gilchrist with a hotel drop-off area accessed from Lincoln Way. The Plan includes ground level open space and amenity space for use by commercial customers, residents, and office users.

Specific design details, floor plans, and materials are not yet available for review. As currently laid out, the mix of uses is as follows:

- Residential-180 Apartments (Studio, 1Br, 2Br, 3Br)
- Hotel-130 Rooms
- Conference Space-15,600 sq. ft.
- Office-93,600 sq. ft.
- Retail Commercial-33,200 sq. ft. (including 8,500 sq. ft. in parking garage along Clark Ave.)
- Restaurant/Bar-27,400 sq. ft.
- On-site parking spaces (south of railroad)-approximately 580 spaces
- Public parking garage-approximately 400 spaces (280 net new)

**The development team has indicated that this mix of uses will be marketable in Ames and meets their interests. It should be remembered that the amount of development square footage is still subject to change as the concept continues to be refined.**

**The proposed mix of uses is consistent with the vision for redevelopment in the Downtown Gateway Focus Area and will meet the requirements for a development project related to the Reinvestment District application.**

### **STAFF COMMENTS:**

The three key differences of the current concept as compared to the one shown the City Council as part of the Reinvestment District application in February 2021 are:

- 1) An increase of approximately 110 residential apartment units
- 2) Relocation of the second parking garage north of the tracks south of Wells Fargo in the CBD parking lot – While constructed by the developer, this garage will be owned and operated by the City
- 3) The building design has taller buildings with more open space between buildings

The proposed development concept includes many elements identified within the Corridor Plan as important for the area and is similar in nature to the initial plan used in the Reinvestment District application. The Corridor Plan indicates a vision for this area that expands the use and interest of downtown with new residential, boutique hotel, and commercial uses configured in an urban and walkable design configuration that takes advantage of shared parking. The Plan also identifies Kellogg Avenue as the heart of the Gateway area and the primary entrance to Downtown. Additionally, there is a goal to establish additional commercial uses with an option for a plaza space as a primary feature that enhances and diversifies the commercial opportunities for the area.

The current concept is focused on the hotel conference center anchor along with the office building in the center of the site. Ground floor commercial is planned along Kellogg and at the base of the office building at the interior of the site. The design intends to create a visual connection to the north through the center of the site and the physical connection with the bridge. The pedestrian bridge is accessed via stairs or an elevator at the center of the site. As the project continues to evolve it will be important to maintain a focus on useability and quality of the open space as it relates to retail and restaurant space in the project.

The proposed residential apartments meet a City interest for expanding housing options near downtown. The concept focuses on smaller apartment units as is desired by the City for broad appeal to the general market, rather than as student housing. The plan primarily consists of 1 and 2-bedroom units with a minor number of studio and 3-bedroom options.

The overall plan for parking has not been evaluated in great detail. The Downtown Gateway Zoning District allows for consideration of significant parking reductions based on shared or collective parking availability along with the use of on-street and public parking options. **Although the developer has included the net new 180 parking spaces as in the public garage north of the railroad tracks as part of their parking count, staff has indicated that the majority of the parking would need to be first come first serve, and not reserved for a specific user.** As currently depicted the parking provided on site with the new public parking garage to the north is at the low end of required parking as calculated by zoning standards. There are a number of details to work out regarding parking counts and demand as the plan is refined.

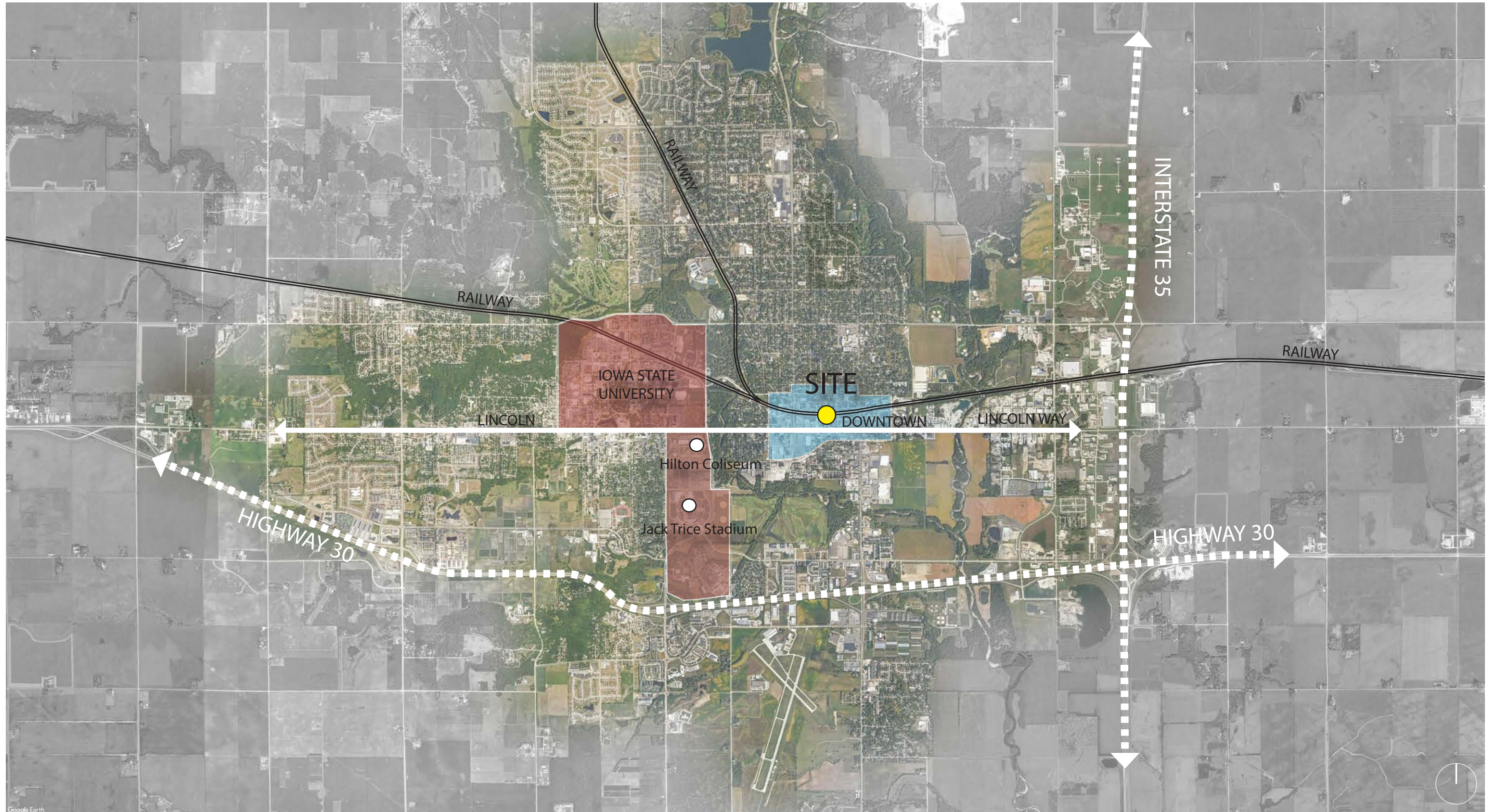
One notable exception for parking is the parking requirement for the conference center. City standards will only require 5 spaces per 1,000 square feet, which is approximately 78 parking spaces. For large events or banquets there will be substantially more parking needed than is provided on site, which will likely involve overflow use of public parking located off of Market Avenue to the east of the site and primarily it will entail use of public parking located north of railroad tracks.

**The developer realizes that a number of formal approval steps are needed before the project can receive final approval from the City Council. At this time the developer is interested in providing an update to the City Council to demonstrate how they intend to redevelop the site and to hear feedback on the conceptual layout.**

**With an indication that the concept is acceptable to the Council, the developer will prusue formal approval from the City and begin to review the financial aspects and phasing plans for the project. Staff would prefer not to spend the time negotiating the extent of financial incentives to offer to the project only to learn later that the City Council does not support the design concept.**

Attachment A  
Site Location Map



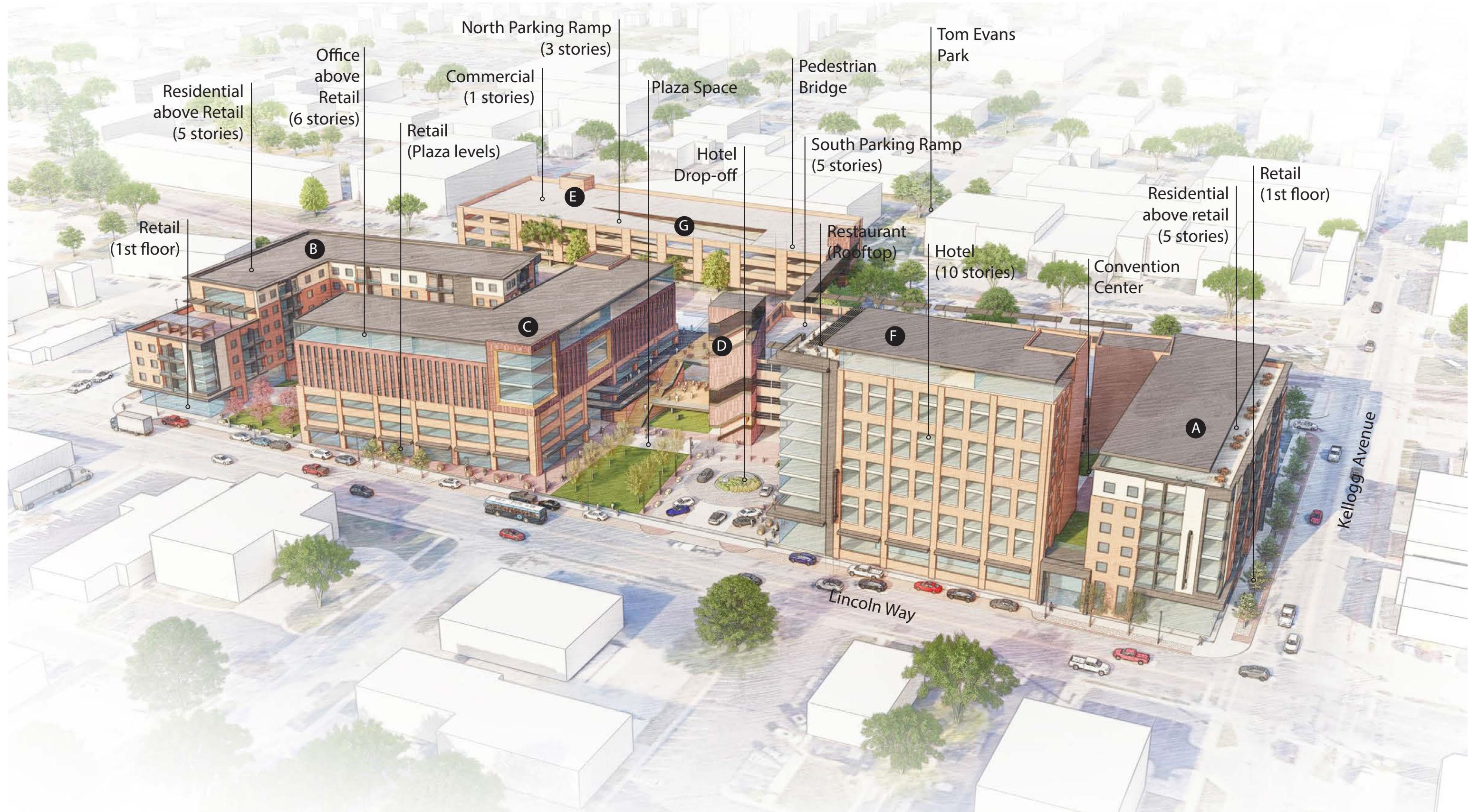


SHEET TITLE





- A. RESIDENTIAL MIXED USE
- B. RESIDENTIAL MIXED USE
- C. COMMERCIAL MIXED USE
- D. SOUTH PARKING + ELEV. PLAZA + PED. BRIDGE
- E. PROPOSED COMMERCIAL
- F. HOTEL + CONVENTION CENTER
- G. NORTH PARKING















SPACE USAGE (GROSS SF)	
Residential	192,000 SF
Office	93,600 SF
Amenity	34,500 SF
Parking	403,900 SF
Convention	15,600 SF
Retail	33,200 SF
Food + Drink	27,400 SF
Pedestrian Bridge	3,000 SF
Hotel	91,400 SF
<b>TOTAL GROSS BUILDING SF</b>	<b>894,600 SF</b>
Circulation + Struct / Mech + Elec	(78,490) SF
<b>TOTAL NET BUILDING PROGRAM (LESS PARKING)</b>	<b>412,210 SF</b>

**PARKING REQUIREMENTS**

CATEGORY	REQ	PER PROGRAM	IN PROJECT	TOTAL REQ	NOTES
Public	-	(Removing)	-	-	
Residential	0.8	Studio / 1 bed	103	82	
	1	2 bed	76	76	
	2.5	3 bed	9	23	
	3	4 bed	0	0	
Hotel	1	1 room	128	128	
	0.5	2 employees	35	18 Est.	
	5	1000 SF Accessory	15600	78	Convention
General Office	3	1000 SF	93600	281	
Retail + Service	3	1000 SF	26000	78	
Restaurant	5	1000 SF	20200	101	
General Office	-	-	0	-	No Req. (Kellogg)
Retail + Service	-	-	7200	-	No Req. (Kellogg)
Restaurant	-	-	7200	-	No Req. (Kellogg)
Recreation Use	-	-	-	-	Major Site Dev. Review
<b>TOTAL</b>				<b>864</b>	
TOTAL PROVIDED				980	

PARKING USAGE	CATEGORY	PARKING	WEEK DAY				WEEK END			
			AM	NOON	PM	EVENING	AM	NOON	PM	EVENING
	Additional Public	116								
	Residential	182								
	Hotel + Convention	223								
	General Office	281								
	Retail + Service	78								
	Restaurant	101								
	<b>980</b>									

	Studio	Small	Med	Large	Total
	Studio/Hotel	1 Bed	2 Bed	3 Bed	
% of Total SF	3%	46%	44%	7%	100%
SF per Unit	550	850	1000	1300	
% of Total Unit Count	5%	50%	40%	5%	

	Studio/Hotel	1 Bed	2 Bed	3 Bed	Total
Total Residential Units	10	104	84	10	209
Total Hotel Rooms	142				
Efficiency [Assume 10% Building Support (i.e. circulation, mechanical, electrical, etc.)]					90%
<b>TOTAL UNITS</b>	<b>9</b>	<b>94</b>	<b>76</b>	<b>9</b>	<b>188</b>
<b>TOTAL HOTEL ROOMS</b>	<b>128</b>				<b>128</b>

	Parking	Grade	Struct	Total
Structured	-	-	870	870
On Grade	219	-	-	219
Efficiency (10% dog wash, bike stor, vert circ, etc.)				90%
<b>TOTAL PARKING</b>	<b>197</b>	<b>783</b>	<b>980</b>	
<b>PARKING REQ.</b>				<b>864</b>

