



MEMO

To: Mayor and City Council
From: Jeramy Neefus, Principal Clerk, City Manager's Office
Date: August 22, 2025
Subject: Packet of Communications to Council

Listed below are the communications to the City Council known to staff as of August 22, 2025:

1. Dylan Kline, Ames Regional Economic Alliance Business Development Director – August 8, 2025
RE: Development Opportunity at 13th Street and Interstate 35
2. Damion Pregitzer, Traffic Engineer – August 8, 2025
RE: Response to Game Day Parking by Stuart Smith Park Referral

Hall, Renee

From: Dylan Kline <dylan@amesalliance.com>
Sent: Friday, August 8, 2025 2:02 PM
To: City Council and Mayor
Cc: Dan Culhane
Subject: Development Opportunity - 13th St and Interstate 35

[External Email]

Mayor and members of the Ames City Council,

The Ankeny city council recently approved annexation of 1,300 acres of developable land north of the new Costco with the goal of continuing the explosive development that has occurred along the Interstate 35 corridor. The goal of this annexation is to proactively create opportunity for more housing, business, and retail space for the next 10 years. In speaking with someone familiar with the development, the city plans to extend utility and road infrastructure to the area in 2027. At least 300 acres of this new annexation are owned by the Elwell Company, the same entity that controls more than 230 acres east of Interstate 35, north and south of 13th St.

For years, Ankeny has eaten our proverbial lunch with development along Interstate 35, attracting retail and residential development to support the incredible growth of that community, and drawing passers-by off the interstate and into the city of Ankeny. To date, development along the interstate in Ames has primarily consisted of industrial and business park tenants that, while an important part of our community, do not give the typical commuter a reason to exit the interstate and visit Ames. Considering that the utility infrastructure is in place, and the future land use anticipates a Community Commercial/Retail (Com-CR) use at this location, the property at 13th and Interstate 35 is our immediate opportunity to take advantage of the adjacency to the interstate Ames enjoys.

However, there is a key barrier to development of this property. As you are well aware, this property is currently subject to a legacy development agreement for a bygone project that places onerous restrictions and requirements on development of the property. The city staff and council have expressed willingness to eliminate the old agreement and negotiate a new one when the landowner/developer brings a potential project to the city. My concern is that this approach places the burden of unwinding the obsolete development agreement at least partially on the shoulders of the developer, and acts as a barrier to progress on this site. The newly annexed land in Ankeny does not have this barrier to development, and I fear the developer will follow the path of least resistance and continue to invest heavily in that market while allowing this prime development opportunity to remain farmland for years to come.

My request to council is that you take a proactive step of removing the obsolete development agreement as an act of good faith and a first step in encouraging immediate development of this property. Business and developers have choices in where they spend their effort and dollars. We need to look to remove all unnecessary barriers to achieving our development goals if we are to hope to compete with the other thriving markets along the Interstate 35 corridor.

Thank you for your consideration, and I look forward to this topic being discussed at a future council meeting.

Dylan Kline
Director, Business Development



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To: Mayor and City Council

From: Damion Pregitzer, Traffic Engineer

Date: August 8, 2025

Subject: Response to CAS Referral – Game Day Parking by Stuart Smith Park

BACKGROUND:

At the July 22, 2025 City Council meeting, staff referred an item to review concerns raised by residents about tailgating and extended vehicle parking on South Riverside Drive near Stuart Smith Park during Iowa State University football game weekends. The referral specifically asked whether any measures could be taken to address observed violations of city property use, long-duration parking, and related nuisances.

It should be noted that the city-owned land at the south end of South Riverside Drive is not part of Stuart Smith Park but instead FEMA-acquired land resulting from past flood events. Visitors to Ames may not recognize this distinction, as there is little visual indication separating the parkland from the FEMA buyout properties.

OBSERVATIONS AND ENFORCEMENT CONTEXT:

Staff consulted with the Ames Police Department about the enforcement tools currently available. Chief Huff shared the following key points:

- Parking on the east side of South Riverside Drive is currently prohibited and can be enforced under the special penalty zone for game days, making violations subject to \$70 citations.
- The City's 48-hour parking ordinance can be enforced for other vehicles parking excessively before or after games.
- Alcohol consumption on City property, including Stuart Smith Park and adjacent FEMA buyout land, is already prohibited by ordinance.

Given these factors, it appears the City already has sufficient authority to address the behaviors described without adopting new ordinances.

PROPOSED ACTIONS:

To reinforce the City's position and improve compliance:

- Install temporary or permanent signage near the dead-end of South Riverside Drive and at FEMA-acquired property access points. These signs will:
 - Prohibit alcohol consumption in accordance with existing City Code.
 - Clarify that tailgating is not allowed in unauthorized City spaces.
 - Discourage extended parking or unregulated gatherings on unserviced parkland.
- Increase enforcement visibility during ISU football weekends, especially regarding illegal parking or alcohol use, with an effort towards compliance with existing City ordinances.

These measures would align enforcement efforts with neighborhood expectations while using existing legal tools.

STAFF COMMENTS:

Staff believes the proposed actions outlined above are an appropriate step to address the neighborhood concerns. The results of these actions will be monitored to ensure that they are effective.

Further parking restrictions could be pursued separately if the Council directs the staff to begin a formal parking regulation process, which includes public outreach. However, staff notes that adding additional layers of regulations often increases confusion about what is enforceable on game days and may not be effective if fines are not seen as a meaningful deterrent.