URBAN RENEWAL PLAN

SOUTH DAYTON PLACE URBAN RENEWAL AREA

CITY OF AMES, IOWA

December ___2026

I. INTRODUCTION

Chapter 403 of the Code of Iowa authorizes cities to establish areas within their boundaries known as "urban renewal areas," and to exercise special powers within these areas.

The process by which an urban renewal area may be created begins with the preparation of an urban renewal plan for a proposed geographic area. The proposed URA is comprised of property planned for commercial development along South Dayton Place.

In addition to defining an area, Iowa Code requires preparation of a Plan identifying the purpose of the URA and the types of projects and activities that will occur within the URA.

This Plan designates the urban renewal area as an economic development area and for removal of slum and blight.

Chapter 15A of the Code of Iowa declares that economic development is a “public purpose” and authorizes local governments to make grants, loans, guarantees, tax incentives and other financial assistance to private enterprise. The statute defines “economic development” as including public investment involving the creation of new jobs and income or the retention of existing jobs and income that would otherwise be lost.

A City's Planning and Zoning Commission must review the draft plan and inform the City Council if it is consistent with the City's general plan, for Ames this is Ames Plan 2040. Additionally, all affected taxing entities, such as counties and school districts, must be notified and given an opportunity to comment on the proposed plan. The City Council must hold a public hearing on the urban renewal plan, following which the Council may approve the plan and designate an area.

This document is intended to serve as the Urban Renewal Plan for an urban renewal area to be known as the South Dayton Place Urban Renewal Area (the "Urban Renewal Area"). It is intended that this Urban Renewal Plan will guide the City in promoting

economic development and for the construction of public improvements and facilities. This document is an Urban Renewal Plan within the meaning of Chapter 403 of the Code of Iowa, and it sets out proposed projects to be undertaken within the Urban Renewal Area.

II. DESCRIPTION OF THE URBAN RENEWAL AREA

The Urban Renewal Area will include approximately 40 acres of land, plus right-of-way, located along South Dayton Place as depicted in Attachment A. A legal description of the property is attached hereto as Exhibit B.

Agricultural Land

Code of Iowa Chapter 403.17.10 allows agricultural land (as defined by Code of Iowa Chapter 403.17(3)) to be included in an economic development area only with the consent of the owner of the land. The proposed urban renewal area includes one parcel that meets the definition of agricultural land, owned by David and Kimberly Jensen. The property owner provided their consent to allow their parcel to be included in the urban renewal area, which can be found in Exhibit C.

III. AREA DESIGNATION

The Urban Renewal Area is being designated with a mixed designation. The URA is designated as both an economic development area appropriate consistent with Ames Plan 2040 and as an area in which blighted conditions exist and is suitable for remediation activities.

Blight conditions apply to one property at 1820 S Dayton Pl. The property has nonconforming improvements with deteriorating buildings and is being used in violation of the Ames Municipal Code for a junk/salvage yard that creates issues for public health, safety, and welfare and is an economic liability that impairs the growth of the municipality within the URA boundaries. A blight designation may assist the City in actions to remediate the current conditions as permitted by 403.17.25.

IV. URBAN RENEWAL OBJECTIVES

The primary objectives for development within the Urban Renewal Area are:

1. To contribute to a diversified, well-balanced local economy, by creating job opportunities and strengthening the sales tax and property tax base new and redevelopment.

2. To stimulate private investment through public action and commitment.

3. To help finance the cost of constructing public facilities and infrastructure and improvements in support of development, including but not limited to roadways, water, sanitary sewer, stormwater drainage, and public utilities.

4. To provide economic development incentives for development of project(s) consistent with the goals of Ames Plan 2040.

5. To promote development utilizing any other objectives allowed by Chapter 403 of the *Code of Iowa*.

V. CITY PLAN

Ames has a general plan for the physical development of the City named Ames Plan 2040, adopted December 2021. The goals and objectives of this Urban Renewal Plan, including the urban renewal projects described herein, are in conformity with the City's Comprehensive Plan for the expansion of the City.

Ames Plan 2040 identifies the URA area as General Commercial as supporting a variety of commercial and light industrial development. The area is also noted as a Gateway Area to the City noting is prominence as your approach and enter the City from the east and south.

Development in this area will be consistent with the City's Comprehensive Plan and implementing zoning districts in place at the time of development.

VI. RENEWAL PROJECTS

The objectives and proposed projects outlined in this Urban Renewal Plan are consistent with the above goals and policies identified and adopted as part of the City's Comprehensive Plan. The precise timing of projects and development is not known at this time. The projects listed below can be implemented at any time during the life of the URA Plan.

Project	Estimated Date	Estimated Cost*	Rationale
S Dayton Place, S Dayton Avenue, and SE 18th Street Roadway Improvements, inclusive of all related street improvements such as the widening, construction, reconstruction, and rehabilitation of paving, sidewalks, shared use paths, street lights, traffic	2028-2050	$4,000,000	South Dayton Avenue is planned to accommodate additional traffic with the growth and expansion of the City. S Dayton Pl and SE 18th will also experience increased traffic volumes with the development of parcels included in the URA. The City is studying corridor

signals, storm drainage, and any other related improvements within the right-of-way			improvement for the Hwy 30 Interchange, including Isaac Newton and South Dayton Avenue. Development will require improvements to serve increased traffic in this area.
Water Main Extension, Oversizing, and Looping	2028-2050	$800,000	To provide infrastructure necessary to support development of the area with enhanced benefits of a looped water main for redundancy.
Economic Development TIF Rebate to Developers	2028-2050	$1,500,000	To provide financial incentives as TIF reimbursement of infrastructure costs and financial incentive to spur development of the area consistent with the City's growth and economic development objectives
Planning, Engineering, and Attorney Fees and other related costs	2027-2050	$200,000	Support of Urban Renewal Projects and Planning that in turn support development of the area
Blight Remediation	2027-2050	$500,000	Activities related to blight removal as authorized by Iowa Code 403.
Total		$7,000,000	

*All project activities are estimates and final costs may vary.

VII. TYPES OF RENEWAL ACTIVITIES

A. Tax Increment Financing

Review of the proposed projects by the City has resulted in a determination that financial assistance is likely required in order to make the projects financially viable through the use of Tax Increment Financing outlined in Chapter 403 of the Code of Iowa for public improvements and private development.

Under the Iowa Urban Renewal Law, in order to assist in the development of new private enterprises, the City may be requested to provide a property tax incentive in the form of an agreement that returns certain incremental property tax revenues to a developer as

economic development payments. As part of the establishment of an urban renewal area, the City may adopt an ordinance to create a tax increment financing district(s) (the "TIF District"), within which the property taxes eventually paid by new private development will be used to pay costs of urban renewal projects, including economic development agreements. The use of these tax revenues in this manner is known as tax increment financing ("TIF").

Depending on the date on which a TIF District is legally established and the date on which debt is initially certified within a TIF District, an original taxable valuation is established for the property within a TIF District, which is known as the "base valuation." The "base valuation" is the assessed value of the taxable property in a TIF District as of January 1 of the calendar year preceding the calendar year in which a City first certifies the amount of any obligations payable from TIF revenues to be generated within that TIF District. When the value of the property inside a TIF District increases by virtue of new construction or any other reason, the difference between the base valuation and the new property value is the "tax increment" or "incremental value."

Procedurally, after tax increment debt has been incurred within a TIF District, property taxes levied by the city, the county, the school district and the area college against the incremental value, with the exception of taxes levied to repay debt incurred by those jurisdictions and the school district physical plant and equipment and instructional support levies, are allocated by state law to the City's tax increment fund rather than to each jurisdiction. These new incremental tax dollars are then used to repay any obligations incurred in the Urban Renewal Area.

The City may itself finance public facilities and improvements with TIF in accordance with the projects described above.

Additionally, the City intends to enter into a Tax Increment Financing (TIF) rebate agreement with private developers for projects that meet the objectives of the plan. This may include a rebate of up to 100 percent of eligible incremental property taxes for the maximum allowed number of years per project or a set maximum amount, whichever comes first. Any commitments to Development Agreements with TIF rebates will include a non-appropriation clause so as to not constitute debt to the City.

B. General Obligation Bonds

The Iowa Urban Renewal Law also allows a municipality the authority to issue and sell general obligation bonds for specified essential and general corporate purposes, including the acquisition and construction of certain public improvements and facilities within the Area.

VIII. PROPERTY ACQUISTION/DISPOSITION

The City may acquire property within the area for purposes and objectives consistent with this Plan, which may include the use of eminent domain, as allowed under Chapter 403 and 6A. The City will follow any applicable requirements for the acquisition and disposition of property within the Urban Renewal Area.

IX. EFFECTIVE PERIOD

This Urban Renewal Plan will become effective upon its adoption by the City Council and will remain in effect to the extent it is allowed by state law or until it is repealed by the City Council. State law allows the collection of incremental property taxes generated within the Urban Renewal Area for up to twenty-three years for each TIF area. Each project or activity to which incremental property tax revenues will be devoted will be subject to such restrictions as may be deemed necessary and appropriate by the City Council.

X. PLAN AMENDMENTS

This Urban Renewal Plan may be amended in accordance with the procedures set forth in Chapter 403 of the Code of Iowa in order to carry out any purposes consistent with state law.

XI. CITY DEBT INFORMATION

Chapter 403 of the Code of Iowa requires that any urban renewal plan include certain information with respect to City general obligation debt, ability to incur additional debt and the amount of proposed tax increment debt to be incurred.

A. FINANCIAL DATA

1.	Current Constitutional Debt Limit	$364,431,710
2.	Current outstanding general obligation debt	$119,520,000
3.	Proposed amount of indebtedness to be incurred: A specific amount of debt to be incurred for the Eligible Urban Renewal Projects has not yet been determined. This document is for planning purposes only. The estimated project costs in this Plan are estimates only and will be incurred and spent over a number of years. In no event will the City's constitutional debt limit be exceeded. The City Council will consider each project proposal on a case-by-case basis to determine if it is in the City's best interest to participate before approving an	$7,000,000 (This amount does not include costs related to financing.)

	urban renewal project or expense. It is further expected that such indebtedness, including interest on the same, may be financed in whole or in part with tax increment revenues from the Urban Renewal Area. Subject to the foregoing, it is estimated that the cost of the Eligible Urban Renewal Projects as described above will be approximately $7,000,000 as stated in the next column:	

XII. SEVERABILITY CLAUSE

If any part of the Plan is determined to be invalid or unconstitutional, such invalidity or unconstitutionality shall not affect the validity of the Plan as a whole, or any part of the Plan not determined to be invalid or unconstitutional.

EXHIBIT A

SOUTH DAYTON PLACE URA

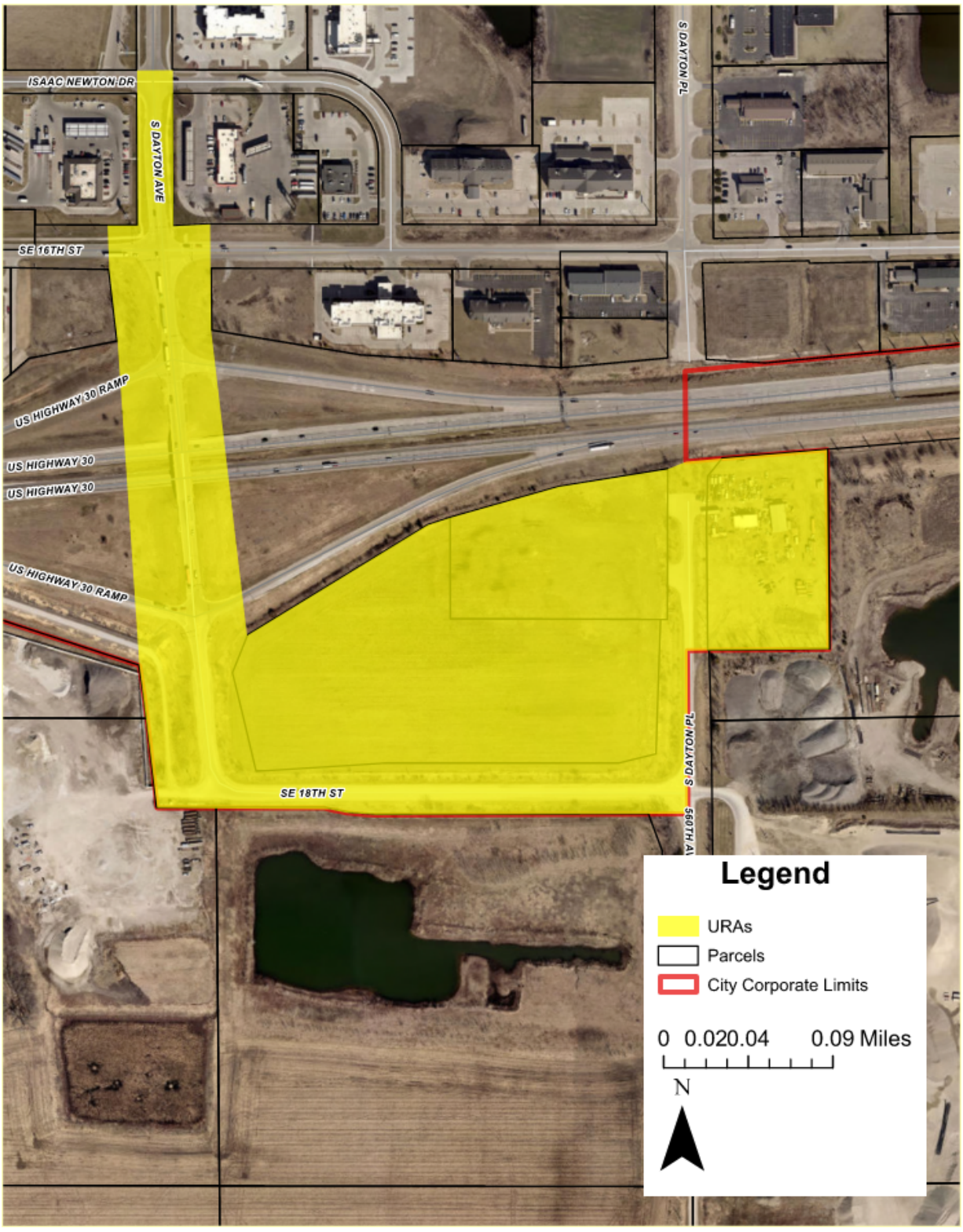


EXHIBIT B: LEGAL DESCRIPTION

Commencing at a point on the west line of Section 18, Township 83, Range 23, Ames, Story County, Iowa, also being a point on the south right-of-way line of Highway 30; thence northeasterly 400 feet along said north right-of-way line to the northeast corner of a parcel described as commencing at the northwest corner of said Section 18, thence south 588.05 feet to the point of beginning, thence south 531.33 feet, thence east 398.43 feet, thence north 560.61 feet, thence southwest 400 feet to the point of beginning, except the right-of-way sold to the State of Iowa, Book 95, Page 591; thence south 560.61 feet to the southeast corner of said parcel; thence west 398.43 feet on the extended southern line of said parcel to a point on the centerline of S Dayton Place; thence south along the centerline of South Dayton Place to its intersection with the south right-of-way line of SE 18th Street; thence west along said south right-of-way line to the west right-of-way line of S Dayton Avenue; thence north along said west right-of-way line to the north right-of-way line of Isaac Newton Drive, also being the southeast corner of Lot 1, Wheelock Corner Subdivision; thence east to the southwest corner of Lot 4, South Gateway Development, also being a point on the east right-of-way line of S Dayton Avenue; thence south along said east right-of-way line to a point on the north line of Parcel A, in the Northeast Quarter of the Northeast Quarter, Section 13, Township 83, Range 24, also being a point on the south Highway 30 right-of-way line; thence continuing northeast along said Highway 30 right-of-way line and extended north line of said Parcel A to the point of beginning.

EXHIBIT C: AGRICULTURAL LAND CONSENTS

AGREEMENT TO INCLUDE AGRICULTURAL LAND IN URBAN RENEWAL AREA

This Agreement under date of November 20, 2026, is made and entered into by and between the City of Ames, Iowa, (hereinafter 'City') and the undersigned property owner (hereinafter 'Owner'), for the creation of an Urban Renewal Area to allow for tax increment financing to facilitate the construction of certain public improvements related to economic development.

WITNESSETH:

WHEREAS, the City has adopted or proposes to adopt an Urban Renewal Plan under Iowa Code Chapter 403 and has proceeded with activities authorized under said Chapter in the area described as the South Dayton Place Urban Renewal Area, including but not limited to the *division of revenue – tax increment financing* under Iowa Code §403.19; and

WHEREAS, the Owner is the titleholder in fee simple to certain agricultural land (the Property) as that term is described in Iowa Code §403.17(3); and

WHEREAS, the Owner desires that the Property be included in the South Dayton Place Urban Renewal Area; and

WHEREAS, a description of the Property to be included within the South Dayton Place Urban Renewal Area is attached hereto as Exhibit 'A' and made a part of this Agreement; and

NOW THEREFORE, be it agreed between the parties hereto as follows:

1. The undersigned Owner(s) agree that the City may include the Owner's Property identified in Exhibit 'A' attached hereto within the South Dayton Place Urban Renewal Area, including any portions thereof which may be defined as agricultural land under the provision of Iowa Code §403.17(3).
2. The undersigned Owner(s) represent that they are authorized to consent to the inclusion of the Property in said Urban Renewal Area by their signatures below and that all parties with an interest in title to the Property have signed this Agreement.
3. The undersigned Owner(s) further authorize the City to pass any resolution or ordinance necessary to designate said property as an urban renewal area under Iowa Code Chapter 403.

Signed by: David H. Jensen Kimberly Jensen Date: 11/20/2026
Property Owner(s)

Print Name(s):

David Jensen, Kimberly Jensen

State of Iowa

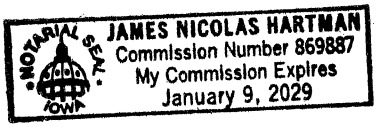
County of Story

Signed and sworn to (or affirmed) before me on November 20, 2026

by David Jensen (name of person(s))

James N. Hartman (signature of Notary Public)

[Notary seal here]



LEGAL DESCRIPTION OF PROPERTY – EXHIBIT 'A'

Parcel ID	Owner Name	Address	Legal
09-13-226-025	JENSEN, DAVID & KIMBERLY	1820 S DAYTON AVE	A parcel of land in the Southeast Quarter (SE1/4) of the Northeast Quarter (NE1/4) and in the Northeast Quarter (NE1/4) of the Northeast Quarter (NE1/4), all in Section Thirteen (13), Township Eighty-three (83) North, Range Twenty-four (24) West of the 5th P.M., Ames, Story County, Iowa, more particularly described as follows: Commencing at the SW Corner of the said NE1/4 of the NE1/4; thence S89°43½'E, 64.9 feet on the North line thereof to the point of beginning; thence N09°08'W, 152.4 feet; thence southeasterly 530.0 feet along a 439.3 foot radius curve, concave northeasterly, the chord for which bears S55°27'E and has a length of 498.4 feet; thence S89°59½' W, 365.1 feet; thence N09°08' W, 134.0 feet to the point of beginning, AND Parcel "A" a part of the East Half (E1/2) of the Northeast Quarter (NE1/4) of Section Thirteen (13), Township Eighty-three (83) North, Range Twenty-four (24) West of the 5th P.M., Ames, Story County, Iowa as shown on the "Plat of Survey" filed in the office of the Recorder of Story County, Iowa on October 7, 1991, in Book 10, Page 90, EXCEPT a parcel of land located in the NE1/4 of the NE1/4 of Sec. 13-T83N-R24W of the 5th P.M., Ames, Story County, Iowa, more particularly described as follows: Commencing at the NE Corner of said Sec. 13; thence S00°23'E, 599.3 feet on the East line of said NE1/4 of the NE1/4; thence S83°02½'W, 358.8 feet on the southerly right of way line of Primary Road No. U.S. 30 and said southerly right of way line as extended easterly; thence S73°52½'W, 318.5 feet, on said southerly right of way line; thence S72°48'W, 65.3 feet on said southerly right of way line to the point of beginning; thence continuing S72°48'W, 622.6 feet on said southerly right of way line to the existing easterly right of way line of relocated Dayton Avenue; thence S05°13½'E, 111.4 feet on said easterly right of way line; thence Southerly 120.1 feet on said easterly right of way line, along a 439.3 foot radius curve, concave easterly, the chord for which bears S13°03½'E, and has a length of 119.7 feet; thence N22°57½'E, 115.9 feet; thence N59°14½'E, 596.3 feet to the point of beginning, ALSO KNOWN AS "Area 1 " a part of the Southeast Quarter (SE1/4) of the Northeast Quarter (NE1/4) and of the Northeast Quarter (NE1/4) of the Northeast Quarter (NE1/4) and of Parcel "A" of the East Half (E1/2) of the Northeast Quarter (NE1/4), all in Section Thirteen (13), Township Eighty-three (83) North, Range Twenty-four (24) West of the 5th P.M., Ames, Story County, Iowa, as shown on the "Plat of Survey" filed in the office of the Recorder of Story County, Iowa, on September 1, 2007, as Inst. No. 07-11045, Slide 315, Page 1

Story County, IA / City of Ames

Attention City of Ames Property Owners

Tax statements mailed in August 2026 are for the 2025 valuations and include the tax credits, exemptions, or abatements for the 2025 assessment year. Homestead credit and Homestead 65+ exemption are separate lines on tax statements and in the tax information below.

Summary

Ames City Assessor

Sec-Twp-Rng	13-83-24	**Property ID**	09-13-226-025
Brief Tax Description	SECTION:13 TOWNSHIP:83 RANGE:24 NE NE PARCEL A CFN 10-90 EX COMM NE COR SEC 13 S599.3' SW 358.8' SW 318.5' SW 65.3' TO BEG SW 622.6' SE 111.4' NE 115.9' NE 596.3' TO BEG AND COMM SW COR NE NE E64.9' TO BEG NW152.4' SELY 530' ALONG CURVE SW 365.1' NW 13 (Note: Not to be used on legal documents)	**Map ID**	09-13-226-025
		Property Address	1820 S DAYTON AVE AMES
Primary Class	Agriculture		
Primary Zoning	HOC - Highway-Oriented Commercial Zn		
Secondary Zoning	N/A		
Zoning Overlay	O-GSE - SE Gateway Overlay District		
Secondary Zoning Overlay	N/A		
Gross Acres	13.22		
	N/A		
Net Acres	13.22		
Last Transfer Recording Date	6/10/2021		
Deed Book/Page (Instr. Date)	2021-07366 (5/18/2021)		
Contract Book/Page (Instr. Date)	N/A		
Taxing District	AMES CITY AG/AMES SCH		
School District	AMES COMMUNITY SCHOOL		
TIF/UR District	N/A		
Drainage District	N/A		
Fire District	AMES		
Neighborhood	Agricultural		

Owner

Deed Holder
JENSEN, DAVID & KIMBERLY
120 CEDAR LN
HUXLEY IA 50124
Contract Holder
Mailing Address
JENSEN, DAVID & KIMBERLY
120 CEDAR LN
HUXLEY IA 50124

Change mailing address
Transfer Homestead or Military

Property Record Card (Ames)

Click to View/Print Historical Property Record Card (PDF)

Land

Lot Area 13.22 Acres ;575,863 SF

Rental Occupancy Standards (Ames - Near Campus)

Click here to see the maximum number occupants for this property.

Sales

Date	Seller	Buyer	Recording	Sale Condition - NUTC	Type	Multi Parcel	Amount
5/18/2021	IOWA YOUTH ATHLETIC FOUNDATION	JENSEN, DAVID &	2021-07366	Sale between family members or related parties	Warranty		$820,000.00
2/26/2017	JAMES, JUDY 1/2& JEFF & BOBETTE 1/2	IOWA YOUTH ATHLETIC FOUNDATION	2017-01821	Adjoining or adjacent properties	Warranty		$609,735.00
12/27/2007	JAMES, ROBERT L	JAMES, JUDY 1/2 & JAMES, JEFFREY 1/2	2007-14942	Normal	Court Officer		$0.00

⊞ There are other parcels involved in one or more of the above sales:
Recording: 2017-01821 - Parcel: 0913226015
Recording: 2007-14942 - Parcel: 0913226015

Valuation

		2026	2025	2024	2023
	Classification	Agriculture	Agriculture	Agriculture	Agriculture
+	Assessed Land Value	$27,400	$27,400	$22,400	$22,400
+	Assessed Building Value	$0	$0	$0	$0
+	Assessed Dwelling Value	$0	$0	$0	$0
=	Gross Assessed Value	**$27,400**	**$27,400**	**$22,400**	**$22,400**
-	Exempt Value	$0	$0	$0	$0
=	Net Assessed Value	**$27,400**	**$27,400**	**$22,400**	**$22,400**

Taxation (Ames)

		2025	2024	2023
	Classification	Agriculture	Agriculture	Agriculture
+	Taxable Land Value	$16,287	$16,544	$16,091
+	Taxable Building Value	$0	$0	$0
+	Taxable Dwelling Value	$0	$0	$0
=	Gross Taxable Value	**$16,287**	**$16,544**	**$16,091**
-	Military Exemption	$0	$0	$0
-	Homestead 65+ Exemption	$0	$0	$0
=	Net Taxable Value	**$16,287**	**$16,544**	**$16,091**
x	Levy Rate (per $1000 of value)	23.61000	23.28188	23.55493
=	Gross Taxes Due	**$384.54**	**$385.18**	**$379.02**
-	Ag Land Credit	($8.21)	($8.18)	($7.31)
-	Family Farm Credit	$0.00	$0.00	$0.00
-	Homestead Credit	$0.00	$0.00	$0.00
-	Disabled and Senior Citizens Credit	$0.00	$0.00	$0.00
-	Business Property Credit (Ended 2021)	$0.00	$0.00	$0.00
=	Net Taxes Due	**$376.00**	**$378.00**	**$372.00**

Tax History and Tax Statements

Year	Due Date	Amount	Paid	Date Paid	Tax Statement/Receipt
2025	March 2027	$188	No		121301
	September 2026	$188	Yes	9/14/2026	
2024	March 2026	$189	Yes	3/23/2026	122339
	September 2025	$189	Yes	9/8/2025	
2023	March 2025	$186	Yes	3/21/2025	122501
	September 2024	$186	Yes	9/18/2024	
2022	March 2024	$162	Yes	3/25/2024	123238
	September 2023	$162	Yes	10/2/2023	
2021	March 2023	$158	Yes	3/16/2023	123354
	September 2022	$158	Yes	9/26/2022	
2020	March 2022	$162	Yes	3/29/2022	123526
	September 2021	$162	Yes	9/17/2021	
2019	March 2021	$157	Yes	10/1/2020	123561
	September 2020	$157	Yes	10/1/2020	
2018	March 2020	$164	Yes	4/1/2020	123520
	September 2019	$164	Yes	10/1/2019	

Homestead Tax Exemption (Ames)

Apply Online for the Homestead Tax Exemption

Military Service Tax Exemption Application (Ames)

Apply online for the Military Service Tax Exemption

Iowa Land Records

NOTICE! Iowa Land Records has launched a new 2.0 version of their web portal. Please see the following to access the new portal or for more information.

- If you work in the real estate industry professionally, submit a Business Application
- If you are an individual searching for your records or the records of family members, submit a Citizen Search Application

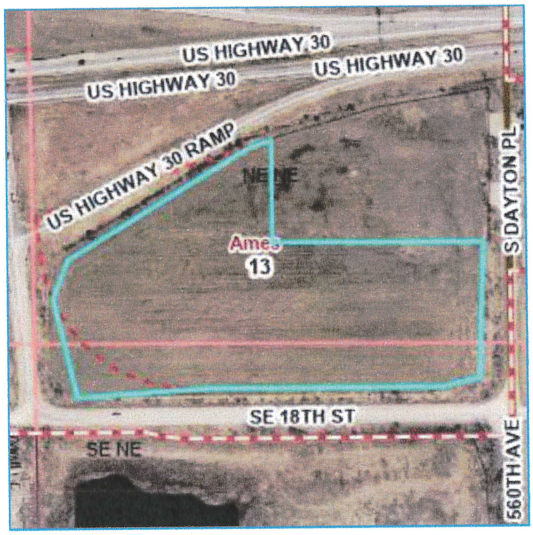
Search Business Application

Citizen Search Application

Already have an account? Login Here

YOUTUBE 'Search 2.0 – Webinar 8.15.2023'

Map



No data available for the following modules: Property Record Card, Residential Dwellings, Commercial/Industrial Buildings, Agricultural Buildings, Yard Extras, Taxation (Story County), Tax Sale Certificates, Special Assessments, Drainage District, Homestead Tax Exemption (Story County), Military Service Tax Exemption Application (Story), Septic System, Photos, Sketches.

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